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Before The
FEDERAL TRADE COMMISSION

In the Matter of PHILIP MORRIS INCORPORATED
File No. 812 3107

SPECIAL REPORT OF
PHILIP MORRIS INCORPORATED
FOR 1980

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ORDER

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UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION

In the Matter of PHILIP MORRIS, INC. a corporation.	FILE NO. 812 3107

ORDER TO FILE SPECIAL REPORT

Pursuant to a resolution of the Federal Trade Commission dated April 2, 1981, entitled "Resolution Directing Use of Compulsory Process in Non-Public Investigation," a copy of which is enclosed, Philip Morris, Inc., hereinafter referred to as "the company," is ordered to file a Special Report with the Commission not later than May 18, 1981, containing the information specified herein.

Your report is required to be subscribed and sworn to by an official of the company who has prepared or supervised the preparation of the report from books, records, correspondence, and other data and material in your possession.

Your report should restate each item of this Order with which the corresponding answer is identified. If any question cannot be answered fully, give such information as is available to you and explain wherein and why your answer is incomplete. If the full answer is known to you to be obtainable from another source, identify that source:

1. The subscriber to your report is to give his full name and business address and state his official capacity.

2. State the full name of the company and its official address, and its date and state of corporation.

3. State whether the corporation is a subsidiary corporation; whether the corporation has a subsidiary corporation; report the same information specified in item two (2) as regards each such parent or subsidiary.

4. List the brand name, type (i.e., nonfilter; paper, cellulose, or charcoal filter; menthol, etc.) length of cigarette in millimeters, length of filter in millimeters, and length of overwrap in millimeters of each variety of cigarette manufactured or distributed by the company or any of its subsidiary or parent corporations during the Calendar Year 1980 including varieties

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sold in a test market or limited market basis. For the purposes of all items in this Order to File Special Report, each "variety of cigarette" for which data is reported shall consist of cigarettes of no more than one brand name, no more than one size, no more than one filter type (e.g., nonfilter, regular filter, or charcoal filter), and no more than one flavoring type (e.g., menthol or regular). List all varieties which were sold for the first time during this period and the date on which first sold. List all varieties which were discontinued during this period and the date last manufactured.

5. Report total domestic sales of cigarettes by the company and any of its subsidiary or parent corporations by number and dollar volume by year and by month for the Calendar Year 1980. Report the same information for each variety of cigarette manufactured. For the purpose of this Order to File Special Report, the term "domestic sales" includes:

   (a) all sales within the 50 states, the District of Columbia, and U.S. territorial possessions,

   (b) all sales to members or units of the Armed Forces of the United States located outside of the 50 States, the District of Columbia, and U.S. territorial possessions, and

   (c) all sales for delivery to a vessel or aircraft of the Armed Forces of the United States, as supplies, for consumption beyond the jurisdiction of the internal revenue laws of the United States.

6. Report the total dollar volume of cigarette sales other than domestic sales by the company and any of its subsidiary or parent corporations during the Calendar Year 1980.

7. Report the total dollar volume of all domestic and foreign sales for all product lines, including cigarettes, by the company and any of its subsidiary and parent corporations during the Calendar Year 1980.

8. Report total dollar expenditures by the company and any of its subsidiary and parent corporations for domestic cigarette advertising and all other cigarette promotional activities for the Calendar Year 1980. Provide a break-down of these expenditures into the following categories for each variety of cigarette manufactured or distributed by the company:

   (a) Newspaper advertising other than expenditures which also fit into categories (h) or (k), for they should be reported in those categories.

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(b) Magazine advertising other than expenditures which also fit into categories (h) or (k), for they should be reported in those categories.

(c) Outdoor advertising other than expenditures which also fit into categories (d), (h), or (k) for they should be reported in those categories.

(d) Advertising in or on public transportation facilities other than expenditures which also fit into categories (h) or (k), for they should be reported in those categories.

(e) Direct mail advertising other than expenditures which also fit into categories (h) or (k), for they should be reported in those categories.

(f) Point of sale advertisements other than expenditures which also fit into categories (g), (h), or (k), for they should be reported in those categories.

(g) Promotional allowance paid to retailers and any other persons (other than full-time company employees who are involved in the cigarette distribution and sales process) in order to facilitate the sale of any cigarettes other than expenditures which also fit into categories (a)-(e), for they should be reported in those categories.

(h) Sampling of cigarettes, including both the costs of the cigarettes themselves and the costs of organizing, promoting, and running sampling efforts.

(i) All costs of distributing all items other than cigarettes, including the cost of such items distributed to consumers by sale, redemption of coupons, or otherwise, bearing the name or depicting any portion of the package of any variety of cigarettes and sold by the company. The expenditures reported in this item shall be the net cost to the company; i.e., payments received from consumers for such items shall be deducted. Whenever such activities are combined with cigarette sampling, the expenditures connected therewith shall be reported solely under category (h).

(j) All costs of distributing all items other than cigarettes, including the costs of such items distributed to consumers by sale, redemption of coupons, or otherwise, not bearing the name

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or depicting any portion of the package of any variety of cigarettes sold by the company. The expenditures reported in this item shall be the net cost to the company; i.e., payments received from consumers for such items shall be deducted. Whenever such activities are combined with cigarette sampling, the expenditures connected therewith shall be reported solely under category (h).

(k) Public entertainment events bearing or otherwise displaying the name of the company or any of its cigarettes. This category includes all expenditures made by the company in promoting and/or sponsoring such events.

(l) Endorsements and testimonials. This category includes, but is not limited to, all expenditures made to procure cigarette use, or the mention of a cigarette product or company name, or the appearance of cigarette product or name or package or other representation associated with cigarette product or company, in any situation (e.g., motion pictures, stage shows, public appearance by a celebrity) where such use, mention, or appearance may come to the attention of the public. However, advertising expenditures which also fit into categories (a)-(f) or (k) should be represented in those categories.

(m) All other expenditures. Specify the amount and describe the subject nature of each expenditure reported in this category.

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The following principles govern the expenditures to be reported under this item. An expenditure is to be reported in only one category. The expenditures to be reported are the total cost to the company of administering the activity involved, including commissions and other payments made to separate organizations such as advertising agencies, and including the production cost of advertisements, but not including expenditures made to cover the costs of employing full-time employees of the company and any overhead expenses attributable to their activities. The term "advertising" shall include all activities intended or likely to be seen or heard by members of the public in their capacity as consumers or potential consumers, which mention the name of any variety of cigarettes or which discuss or depict cigarettes, any portion of any cigarette packages, or cigarette smoking. Whenever an expenditure cannot be assigned to only one variety of cigarette, the Special Report shall indicate this fact and designate the group of varieties to which such an expenditure should be assigned. The cost accounting procedure to be utilized in assigning an expenditure to a particular calendar year shall be the accrual basis as opposed to the cash basis.

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

9. Report the names and address of all testing laboratories which have conducted tests for tar and nicotine content of any cigarette variety manufactured by the corporation at the request of the corporation during the Calendar Year 1980. Furnish copies of reports of all tests.

10. Furnish copies of reports of all tests for tar and nicotine content of any cigarette varieties manufactured by the corporation conducted in any laboratory operated by the corporation during the Calendar Year 1980.

11. Furnish copies of any other tests, studies, or data upon which the corporation has relied to support any claims or statements in advertising or on cigarette packages made during the Calendar Year 1980, which concern tar or nicotine content to any cigarette variety.

12. Report the names and addresses of all advertising agencies which have participated in the preparation or placement for publication of all advertising used during the Calendar Year 1980, and state the nature and extent of such participation.

You are advised that penalties may be imposed under applicable provisions of federal law for failure to file special reports or for filing false reports.

The Special Report called for in this Order is to be filed on or before May 18, 1981.

By direction of the Commission.

SEAL

David A. Clanton,
Acting Chairman

Date of Order: April 3, 1981

The Report required by this Order, or any inquiry concerning it, should be addressed to the attention of:

Craig Iscoe, Attorney
Federal Trade Commission
6th & Pennsylvania Avenue, N.W.
Washington, D.C. 20580

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UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION

COMMISSIONERS: Michael Pertschuk, Chairman
Paul Rand Dixon
David A. Clanton
Robert Pitofsky
Patricia R. Bailey

RESOULTION DIRECTING USE OF COMPULSORY PROCESS IN NONPUBLIC INVESTIGATION

File No. 812 3107

Nature and Scope of Investigation: To investigate practices and methods of cigarette advertising and promotion employed throughout the United States during calendar year 1980 by American Brands, Inc.,; Brown and Williamson Tobacco Corporation; Ligget Group Inc.; Lorrilard, a Division of Loew's Theatres, Inc.; Philip Morris, Inc.; and R.J. Reynolds Industries, Inc., as required by Section 8(b) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §1331.

The Federal Trade Commission hereby resolves and directs that any and all compulsory processes available to it be used in connection with this investigation.

Authority to Conduct Investigation:

Section 6, 9, 10, and 20 Federal Trade Commission Act, 15 U.S.C. §§46, 49, 50, and 57 as amended; FTC Procedures and Rules of Practice, 16 C.F.R. §§1.1, et seq. and supplements thereto.

By direction of the Commission

Carol M. Thomas
Secretary

DATED: April 2, 1981

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REPORT

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Before The

Federal Trade Commission

File No. 812-3107

AFFIDAVIT

STATE OF NEW YORK)
: SS::
COUNTY OF NEW YORK)

WILLIAM C. SMIY, being duly sworn, deposes and says:

1. I am a Vice President of Philip Morris Incorporated. My business address is 100 Park Avenue, New York, New York.

2. In compliance with the Federal Trade Commission's Order to File Special Report, dated April 3, 1981, the attached report is submitted on behalf of Philip Morris Incorporated.

3. This report was prepared from records and documents in the possession of Philip Morris Incorporated and its agents.

William C. Smiy

WILLIAM C. SMIY

Sworn to before me this
16th day of June, 1981

Fredric S. Newman

FREDRIC S. NEWMAN
Notary Public, State of New York
No. 31-3132460
Qualified in New York County
Commission Expires March 30, 1982

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Item 1 - The subscriber to your report is to give his full name and business address and state his official capacity.

William C. Smiy
100 Park Avenue
New York, NY 10017
Vice President and Controller
Philip Morris Incorporated

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Item 2 - State the full name of the company its official address, and its date and state of corporation.

Philip Morris Incorporated
100 Park Avenue
New York, New York 10017

Date of Incorporation: February 21, 1919
State of Incorporation: Commonwealth of Virginia

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Item 3 State whether the corporation is a subsidiary corporation; whether the corporation has a subsidiary corporation; report the same information specified in item two (2) as regards each such parent or subsidiary.

During the calendar year 1980, Philip Morris Incorporated was the parent corporation for the various United States direct subsidiary corporations listed on the succeeding pages, which are the subsidiaries referred to hereafter where that term is used in this Special Report.

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PHILIP MORRIS INCORPORATED
SUBSIDIARY COMPANIES

Name of Company	Date of Incorporation	State of Incorporation
Abdulla of Bond Street Limited 100 Park Avenue New York, NY 10017	September 12, 1927	Delaware
Aliso Viejo Company 24800 Chrisanta Mission Viejo, CA 92675	September 23, 1976	California
International Tobacco Co., Inc. New York 100 Park Avenue New York, NY 10017	April 30, 1958	Delaware
Miller Brewing Company 3939 N. Highland Blvd. Milwaukee, WI 53208	December 30, 1936	Wisconsin
Mission Viejo Company 26137 La Paz Road Mission Viejo, CA 92675	November 7, 1963	California
Park Avenue Export Corporation 100 Park Avenue New York, NY 10017	January 2, 1973	Delaware
Philip Morris Asia Incorporated 100 Park Avenue New York, NY 10017	October 1, 1971	Delaware
Philip Morris Export Corporation 100 Park Avenue New York, NY 10017	March 24, 1972	Delaware
Philip Morris Industrial Incorporated 4200 North Holton Street Milwaukee, WI 53201	April 3, 1929	Delaware
Philip Morris International Finance Corporation 100 Park Avenue New York, NY 10017	January 4, 1968	Delaware

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PHILIP MORRIS INCORPORATED
SUBSIDIARY COMPANIES

Name of Company	Date of Incorporated	State of Incorporated
Philip Morris Marketing S.A. 100 Park Avenue New York, NY 10017	June 1, 1978	Delaware
Philip Morris Overseas, Inc. 100 Park Avenue New York, NY 10017	October 8, 1968	Delaware
Philip Morris Services, Inc. 100 Park Avenue New York, NY 10017	March 30, 1979	Delaware
Jack G. Raub Company 125 Baker Street Costa Mesa, CA 92626	February 8, 1978	California
The Seven-Up Company 121 South Meramec St. Louis, MO 63105	June 19, 1978	Delaware
Wisconsin Tissue Mills Inc. P.O. Box 489 Third Street Menasha, WI 54952	November 17, 1976	Delaware

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Item 4 - List the brand name, type (i.e., nonfilter; paper, cellulose, or charcoal filter; menthol, etc.) length of cigarette in millimeters, length of filter in millimeters, and length of overwrap in millimeters of each variety of cigarette manufactured or distributed by the company or any of its subsidiary or parent corporations during the Calendar Year 1980 including varieties sold in a test market or limited market basis. For the purpose of all items in this Order to File Special Report, each "variety of cigarette" for which data is reported shall consist of cigarettes of no more than one brand name, no more than one size, no more than one filter type (e.g., nonfilter, regular filter, or charcoal filter), and no more than one flavoring type (e.g., menthol or regular). List all varieties which are discontinued during this period and the date last manufactured.

The following schedules list each variety of national cigarette brands and test market brands manufactured or distributed by the company or its United States direct subsidiary corporations during the Calendar Year 1980.

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NATIONAL BRANDS

BRAND NAME	CIGARETTE TYPE	FILTER TYPE[3]	APPROXIMATE CIGARETTE LENGTH, MM	APPROXIMATE FILTER LENGTH, MM	APPROXIMATE OVERWRAP LENGTH, MM	DATE FIRST SOLD
Alpine	Filter Menthol	CA	85	21	26	1
Benson & Hedges (HP)	Filter	CA	70	25	30	1
Benson & Hedges (HP)	Filter	CA	85	20/5 Recess	30	1
Benson & Hedges	Filter	CA	100	28	32	1
Benson & Hedges (HP)	Filter	CA	100	28	32	1
Benson & Hedges	Filter Menthol	CA	100	28	32	1
Benson & Hedges (HP)	Filter Menthol	CA	100	28	32	1
Benson & Hedges Lights	Filter	CA	100	32	36	1
Benson & Hedges Lights	Filter Menthol	CA	100	32	36	1
Cambridge (HP)	Filter	CA	85	32	36	4/80
Cambridge	Filter	CA	85	27	32	4/80
Cambridge	Filter	CA	100	32	36	4/80
English Ovals (HP)	Non-Filter	-	70	-	-	1
English Ovals (HP)	Non-Filter	-	85	-	-	1
Galaxy	Filter	C On CA + CA	85	10/15	30	1
[2]Marlboro (HP)	Filter	CA	100	28	32	1
[2]Marlboro	Filter	CA	100	28	32	1
Marlboro (HP)	Filter	CA	80	19	23	1
Marlboro	Filter	CA	85	21	25	1
Marlboro	Filter Menthol	CA	85	21	26	1
Marlboro Lights	Filter	CA	85	25	31	1
Marlboro Lights (HP)	Filter	CA	85	25	31	5/80
Marlboro Lights	Filter	CA	100	32	36	1
Merit	Filter	CA	85	25	32	1
Merit	Filter Menthol	CA	85	25	32	1
Merit	Filter	CA	100	32	36	1
Merit	Filter Menthol	CA	100	32	36	1
Multifilter	Filter	C On CA + CA	85	25	30	1
Multifilter	Filter Menthol	C On CA + CA	85	25	30	1
Parliament Lights (HP)	Filter	CA	80	20/5 Recess	30	1
Parliament Lights	Filter	CA	85	20/5 Recess	30	1
Parliament Lights	Filter	C On CA + CA	100	25/5 Recess	36	1
Philip Morris	Non-Filter	-	70	-	-	1
PM Commander	Non-Filter	-	85	-	-	1
Players (HP)	Non-Filter	-	70	-	-	1
Saratoga (HP)	Filter	CA	120	30	35	1
Saratoga (HP)	Filter Menthol	CA	120	30	35	1
Virginia Slims	Filter	CA	100	28	32	1
Virginia Slims	Filter Menthol	CA	100	28	32	1
Virginia Slims Lights (HP)	Filter	CA	100	32	36	1
Virginia Slims Lights (HP)	Filter Menthol	CA	100	32	36	1

[1]Sold prior to January 1, 1980.

[2]These products with identical specifications are in test market in red package designs (Oklahoma City/Tulsa, Oklahoma).

[3]All filtered products listed incorporate a ventilation system.

C = Charcoal
CA = Cellulose Acetate
HP = Hard Pack

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TEST MARKET BRANDS

BRAND NAME	CIGARETTE TYPE	FILTER TYPE [2]	APPROXIMATE CIGARETTE LENGTH, MM	APPROXIMATE FILTER LENGTH, MM	APPROXIMATE OVERWRAP LENGTH, MM	DATE PRODUCT INTRODUCED	MARKET
Benson & Hedges Lights (HP)	Filter	CA	100	32	36	6/80	Oklahoma City, OK
Benson & Hedges Lights (HP)	Filter Menthol	CA	100	32	36	6/80	Syracuse, NY
Hi-Lite (HP)	Filter	CA	100	28	32	10/76	Metro NY Wash., DC Hawaii Raleigh, NC
Marlboro (HP)	Filter Menthol	CA	80	19	23	8/73	Oakland, CA San Francisco, CA Boston, MA E. Hartford, CT Metro NY & NJ Manchester, NH Portland, ME Providence, RI
Merit Ultra Lights	Filter	CA	85	27	32	9/80	Sacramento, CA Des Moines, Iowa
Merit Ultra Lights	Filter Menthol	CA	85	27	32	9/80	Davenport, IA Indianapolis, IN Peoria, IL
Philip Morris International (HP)	Filter	CA	100	28	32	4/74	San Francisco, CA
Philip Morris International (HP)	Filter Menthol	CA	100	28	32	4/74	Oakland, CA
[1]Saratoga Lights (HP)	Filter	CA	120	30	35	6/80	Buffalo, NY
[1]Saratoga Lights (HP)	Filter Menthol	CA	120	30	35	6/80	Dayton, OH Wichita, KS

[1]Test market discontinued as of December, 1980.

[2]All filtered products listed incorporate a ventilation system.

CA = Cellulose Acetate
HP = Hard Pack

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Item 5 - Report total domestic sales of cigarettes by the company and any of its subsidiary or parent corporations by number and dollar volume by year and by month for the Calendar Year 1980. Report the same information for each variety of cigarette manufactured. For the purposes of this Order to File Special Report, the term "domestic sales" includes:

(a) all sales within the 50 States, the District of Columbia, and U.S. territorial possessions,

(b) all sales to members or units of the Armed Forces of the United States located outside of the 50 States, the District of Columbia, and U.S. territorial possessions, and

(c) all sales for delivery to a vessel or aircraft of the Armed Forces of the United States, as supplies, for consumption beyond the jurisdiction of the internal revenue laws of the United States.

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F.T.C. — CIGARETTE SALES FOR YEAR TO DATE THRU DECEMBER 1980

EM 5 — DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	37,270,925,580	620,021,338.99
011	MARLBORO LS 10'S	20,160,000	155,030.40
018	MARL LIGHTS 100'S	6,944,070,340	120,796,875.70
021	MARLBORO MENTHOL KS	1,330,961,760	22,419,933.26
025	MARLBORO LS MENTHOL	60,834,080	1,028,095.80
029	MARLBORO KS	35,857,623,196	600,843,666.30
048	MARLBORO SLFT PACK	10,960,409,920	189,373,156.20
053	MARLBORO BOX 100'S	4,203,390,800	72,961,112.98
060	MARLBORO LIGHTS	14,564,245,740	245,096,675.46
069	MARL LTS KS BX	1,071,294,200	18,625,271.60
	TOTAL	112,263,921,618	1,891,321,156.69
006	B & H REGULAR	2,798,960	59,190.52
007	B & H KS	93,216,360	1,970,890.79
031	B&H100'S LTS BX	10,967,000	193,106.61
032	B&H100'S LTS MEN BX	6,523,000	114,869.69
040	B & H 100'S	8,608,345,700	148,664,715.97
041	B & H 100S F/T BOX	1,009,983,740	17,545,799.94
042	B & H 100S MENT F/T BOX	650,192,700	11,294,933.64
043	B & H MENTHOL 100'S	6,941,961,700	119,576,076.04
051	B&H 100'S LIGHTS	5,691,902,980	98,715,659.20
052	B&H 100 LIGHTS MEN	4,955,420,240	85,919,436.66
	TOTAL	27,971,512,380	484,054,679.06
004	PARLIAMENT KS	2,290,522,700	38,656,164.19
005	PARLIAMENT LS	2,398,067,240	40,209,061.12
050	PARLIAMENT 100'S	2,826,065,940	49,094,029.01
	TOTAL	7,514,655,880	127,959,254.32
023	VA SLIMS LTS K40/M60	9,000	174.52
060	VIRGINIA SLIMS	4,223,610,440	73,247,423.96
061	VA SLIMS LIGHTS		
063	VIRGINIA SLIMS MENTHOL	3,936,914,300	68,140,631.22
064	VA SLIMS LIGHTS BX	2,739,043,840	47,732,731.41
065	VA SLIMS LIGHTS ME	3,360,220,660	58,548,119.70
	TOTAL	14,259,797,640	247,669,080.81
009	PM KS	957,419,340	16,637,721.07
010	PM REGULAR	157,048,220	2,651,918.53
033	PM INTERNATIONAL	20,074,200	348,713.64
034	PM MULTIFILTER MENTHOL	53,745,800	906,861.81
036	PM INTERNATIONAL MENTHOL	4,633,700	83,843.89
039	PM MULTIFILTER KS	783,949,540	13,238,360.96
049	PM INTERNATIONAL PRINCESS	12,611,000	161,494.93
	TOTAL	1,989,681,800	34,028,914.83

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F.C.C. CIGARETTE SALES FOR YEAR TO DATE THRU DECEMBER 1980
4 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTOKES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
071	MERIT	13,769,475,220	232,083,235.57
072	MERIT MENTHOL	2,771,236,720	46,602,154.51
074	MERIT	106,810,000	734,176.80
075	MERIT	20,940,000	132,550.20
076	MERIT 100'S	7,642,108,040	132,827,195.41
077	MERIT 100'S MENTHOL	2,022,818,660	35,197,094.24
101	MERIT ULTRA LTS	29,985,400	524,075.78
102	MERIT ULTRA LTS MEN	19,278,800	336,396.15
	TOTAL	26,382,852,840	448,441,878.66
003	CAMBRIDGE BOX	95,691,580	1,611,150.18
026	CAMBRIDGE KSSP	570,823,880	9,660,713.26
027	CAMBRIDGE 100	919,941,860	16,123,320.17
082	CAMBRIDGE SP KS		
	TOTAL	1,586,657,720	27,395,183.61
008	SARATOGA 120S	1,544,923,460	26,808,701.21
013	SARATOGA 120S MENTHOL	744,339,320	12,913,290.85
	TOTAL	2,284,262,780	39,721,992.06
501	CHESTERFIELD REGULAR	10,092,000	96,843.06
502	CHESTERFIELD KING SIZE	438,000	5,927.40
503	CHESTERFIELD K.S. FILTER	138,000	1,820.40
504	CHESTERFIELD BOX	2,400,000	15,072.00
509	EVE 100'S	480,000	3,885.42
510	EVE 100'S MENTHOL	522,000	4,163.40
512	LARK KING SIZE	4,442,000	47,747.66
513	LARK BOX	8,280,000	59,844.90
514	LARK EXTRA LONG 100'S	4,878,000	65,544.90
515	L&M KING SIZE	744,000	10,004.70
516	L&M BOX	5,538,000	35,452.80
517	L&M SUPER KINGS 100'S	162,000	2,190.60
518	L&M LONGS 100'S MENTHOL	156,000	2,230.80
530	LARK MILDS	5,100,000	69,330.00
	TOTAL	49,370,000	420,058.04
002	SPECIALITY	3,562,200	58,888.28
015	ENGLISH OVAL REGULAR	11,201,220	236,848.47
022	PLAYERS	15,861,800	335,505.25
027	ALPINE	458,696,140	7,745,665.80
035	GALAXY	19,463,200	328,568.92
038	ENGLISH OVAL KS	17,978,020	380,339.78
	TOTAL	526,762,580	9,085,816.56
9999	OTHER	3,168,200	55,582.47
	TOTAL	3,168,200	55,582.47
	TOTAL - OVERALL	194,837,243,438	3,310,153,597.11

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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F.T.C. CIGARETTE SALES FOR CURRENT MONTH OF JANUARY 1980
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	2,936,350,660	47,369,963.70
018	MARL LIGHTS 100'S	490,075,600	8,261,414.32
021	MARLBORO MENTHOL KS	104,590,200	1,710,908.67
025	MARLBORO LS MENTHOL	5,481,800	89,784.19
029	MARLBORO KS	2,877,681,640	46,662,705.44
048	MARLBORO SOFT PACK	873,005,860	14,582,661.54
053	MARLBORO BOX 100'S	328,864,580	5,538,147.56
066	MARLBORO LIGHTS	1,070,990,200	17,465,776.39
	TOTAL	8,687,040,540	141,681,361.81
006	B & H REGULAR	396,000	8,165.73
007	B & H KS	8,611,140	177,597.01
040	B & H 100'S	719,206,200	12,019,445.20
041	B & H 100S F/T BOX	86,600,200	1,459,428.01
042	B & H 100S MENT F/T BOX	56,329,200	949,493.41
043	B & H MENTHOL 100'S	565,150,800	9,405,553.68
051	B&H 100' LIGHTS	447,957,600	7,525,108.22
052	B&H 100 LIGHTS MEN	381,146,140	6,407,625.81
	TOTAL	2,265,397,280	37,952,417.07
004	PARLIAMENT KS	189,426,240	3,096,134.21
005	PARLIAMENT LS	190,115,600	3,108,001.36
050	PARLIAMENT 100'S	226,660,680	3,819,098.58
	TOTAL	606,202,520	10,023,234.15
060	VIRGINIA SLIMS	335,973,600	5,649,374.05
063	VIRGINIA SLIMS MENTHOL	317,485,160	5,319,056.96
064	VA SLIMS LIGHTS BX	162,135,200	2,736,594.70
065	VA SLIMS LIGHTS ME	204,171,200	3,449,478.80
	TOTAL	1,019,765,160	17,154,504.51
009	PM KS	83,003,000	1,399,615.33
010	PM REGULAR	14,852,000	243,249.24
033	PM INTERNATIONAL	1,466,400	24,632.15
034	PM MULTIFILTER MENTHOL	5,966,000	97,608.84
036	PM INTERNATIONAL MENTHOL	390,000	6,534.97
039	PM MULTIFILTER KS	71,480,400	1,171,515.97
049	PM INTERNATIONAL PRINCESS	1,074,000	13,008.38
	TOTAL	178,231,800	2,956,164.88
071	MERIT	1,031,357,120	16,834,595.55
072	MERIT MENTHOL	207,500,400	3,382,165.98
076	MERIT 100'S	567,128,800	9,353,256.84
077	MERIT 100'S MENTHOL	150,845,600	2,543,354.33
	TOTAL	1,956,831,920	32,313,372.70

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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F.[illegible] CIGARETTE SALES FOR CURRENT MONTH OF JANUARY 1980

ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
008	SARATOGA 120S	126,046,240	2,108,361.45
013	SARATOGA 120S MENTHOL	61,765,200	1,040,789.99
	TOTAL	187,811,440	3,149,151.44
501	CHESTERFIELD REGULAR	2,580,000	14,499.60
509	EVE 100'S	36,000	239.76
510	EVE 100'S MENTHOL	60,000	404.40
512	LARK KING SIZE	340,000	2,757.80
513	LARK BOX	1,080,000	7,527.60
515	L&M KING SIZE	60,000	723.00
516	L&M BOX	1,680,000	10,214.40
	TOTAL	5,836,000	36,366.56
015	ENGLISH OVAL REGULAR	1,218,400	25,140.19
022	PLAYERS	1,525,200	31,418.63
027	ALPINE	42,106,400	689,805.55
035	GALAXY	2,346,000	38,409.81
038	ENGLISH OVAL KS	1,879,200	38,763.60
	TOTAL	49,075,200	823,537.78
9999	OTHER	282,000	4,758.15
	TOTAL	282,000	4,758.15
	TOTAL - OVERALL	14,956,473,860	246,094,869.05

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

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'KOG L5004 PHILIP MORRIS INCORPORATED PAGE 1

CIGARETTE SALES FOR CURRENT MONTH OF FEBRUARY 1980

DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	2,822,626,200	45,125,685.06
011	MARLBORO LS 10'S	2,880,000	22,147.20
018	MARL LIGHTS 100'S	403,916,340	7,870,949.88
021	MARLBORO MENTHOL KS	95,052,860	1,559,348.42
025	MARLBORO LS MENTHOL	3,971,960	65,507.69
029	MARLBORO KS	2,632,652,840	42,894,303.55
048	MARLBORO SOFT PACK	802,749,420	13,480,766.51
053	MARLBORO BOX 100'S	298,345,520	5,050,166.82
000	MARLBORO LIGHTS	1,025,681,940	16,796,885.38
	TOTAL	8,147,877,080	132,865,760.51
006	B & H REGULAR	137,520	2,855.24
007	B & H KS	6,796,200	140,936.90
040	B & H 100'S	648,917,200	10,906,911.68
041	B & H 100S F/T BOX	77,176,000	1,310,270.29
042	B & H 100S MENT F/T BOX	49,015,220	831,452.17
043	B & H MENTHOL 100'S	513,424,800	8,590,854.80
051	B&H 100' LIGHTS	406,605,840	6,877,358.92
052	B&H 100 LIGHTS MEN	349,164,400	5,908,713.79
	TOTAL	2,051,237,180	34,569,353.79
004	PARLIAMENT KS	171,968,200	2,833,393.96
005	PARLIAMENT LS	177,917,200	2,887,510.37
050	PARLIAMENT 100'S	208,736,040	3,537,568.41
	TOTAL	558,621,440	9,258,472.74
060	VIRGINIA SLIMS	304,818,780	5,156,292.98
063	VIRGINIA SLIMS MENTHOL	282,739,600	4,769,958.25
064	VA SLIMS LIGHTS BX	172,410,680	2,927,687.70
065	VA SLIMS LIGHTS ME	214,485,800	3,642,052.10
	TOTAL	974,454,860	16,495,991.03
009	PM KS	71,105,000	1,207,290.11
010	PM REGULAR	10,822,400	178,524.84
033	PM INTERNATIONAL	1,469,800	24,956.66
034	PM MULTIFILTER MENTHOL	3,764,000	62,107.87
036	PM INTERNATIONAL MENTHOL	306,000	5,195.77
039	PM MULTIFILTER KS	59,998,200	989,688.90
049	PM INTERNATIONAL PRINCESS	1,283,000	15,001.90
	TOTAL	148,748,400	2,483,366.07
071	MERIT	991,206,700	16,258,366.94
072	MERIT MENTHOL	202,217,800	3,296,074.56
074	MERIT	12,900,000	88,347.00
075	MERIT	2,700,000	17,091.00

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PROG C5004 PHILIP MORRIS INCORPORATED PAGE 2
F.T.C. CIGARETTE SALES FOR CURRENT MONTH OF FEBRUARY 1980
1 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
076	MERIT 100'S	541,700,080	9,184,076.92
077	MERIT 100'S MENTHOL	141,438,780	2,400,788.55
	TOTAL	1,892,163,360	31,244,744.97
008	SARATOGA 120S	112,306,000	1,901,520.54
013	SARATOGA 120S MENTHOL	50,921,420	861,073.59
	TOTAL	163,227,420	2,762,594.13
501	CHESTERFIELD REGULAR	1,320,000	8,190.00
502	CHESTERFIELD KING SIZE	60,000	753.00
509	EVE 100'S		
510	EVE 100'S MENTHOL		
512	LARK KING SIZE	1,884,000	22,032.60
513	LARK BOX	690,000	5,266.50
514	LARK EXTRA LONG 100'S	2,346,000	29,442.30
515	L&M KING SIZE		
516	L&M BOX	390,000	2,550.30
530	LARK MILDS	600,000	7,230.00
	TOTAL	7,290,000	75,464.70
002	SPECIALITY	16,000	263.93
015	ENGLISH OVAL REGULAR	786,820	16,333.22
022	PLAYERS	1,155,000	23,969.58
027	ALPINE	35,395,400	583,874.66
035	GALAXY	1,317,400	21,731.77
036	ENGLISH OVAL KS	1,184,600	24,589.13
	TOTAL	39,855,220	670,762.29
9999	OTHER	132,000	2,241.31
	TOTAL	132,000	2,241.31
	TOTAL - OVERALL	13,983,000,960	230,428,751.54

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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PROG C5604 PHILIP MORRIS INCORPORATED PAGE 1
F C. CIGARETTE SALES FOR CURRENT MONTH OF MARCH 1980
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	2,945,556,080	48,142,448.66
011	MARLBORO LS 10'S	1,440,000	11,073.60
018	MARL LIGHTS 100'S	515,202,960	8,743,603.79
021	MARLBORO MENTHOL KS	106,580,380	1,752,001.32
025	MARLBORO LS MENTHOL	4,754,200	78,425.77
029	MARLBORO KS	2,844,335,700	46,608,689.80
048	MARLBORO SOFT PACK	863,053,860	14,612,434.66
053	MARLBORO BOX 100'S	330,762,920	5,613,531.45
066	MARLBORO LIGHTS	1,126,233,040	18,529,578.23
	TOTAL	8,737,919,140	144,091,787.28
006	B & H REGULAR	204,600	4,246.04
007	B & H KS	7,645,020	158,673.86
040	B & H 100'S	706,450,180	11,925,952.33
041	B & H 100S F/T BOX	82,887,000	1,407,387.84
042	B & H 100S MENT F/T BOX	52,771,700	896,025.37
043	B & H MENTHOL 100'S	569,065,000	9,553,046.88
051	B&H 100' LIGHTS	457,238,680	7,756,072.10
052	B&H 100 LIGHTS MEN	402,599,340	6,810,977.23
	TOTAL	2,278,861,520	38,512,381.65
004	PARLIAMENT KS	185,087,800	3,046,359.26
005	PARLIAMENT LS	195,291,800	3,194,329.99
050	PARLIAMENT 100'S	224,061,000	3,799,739.49
	TOTAL	604,440,600	10,040,428.74
060	VIRGINIA SLIMS	339,922,020	5,757,667.56
063	VIRGINIA SLIMS MENTHOL	324,631,800	5,481,983.38
064	VA SLIMS LIGHTS BX	203,074,900	3,448,141.88
065	VA SLIMS LIGHTS ME	246,467,340	4,184,916.61
	TOTAL	1,114,096,060	18,872,709.43
009	PM KS	75,868,600	1,288,116.27
010	PM REGULAR	12,520,200	206,297.96
033	PM INTERNATIONAL	1,568,000	26,625.19
034	PM MULTIFILTER MENTHOL	4,206,400	69,394.56
036	PM INTERNATIONAL MENTHOL	348,800	5,922.95
039	PM MULTIFILTER KS	64,714,200	1,067,328.34
049	PM INTERNATIONAL PRINCESS	2,268,000	27,580.06
	TOTAL	161,494,200	2,691,265.33
071	MERIT	1,074,174,920	17,666,936.80
072	MERIT MENTHOL	217,234,400	3,569,450.29
074	MERIT	3,604,000	27,310.52
075	MERIT	1,200,000	7,596.00

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ROG C5664 PHILIP MORRIS INCORPORATED PAGE 2
.T.C. CIGARETTE SALES FOR CURRENT MONTH OF MARCH 1980
TE[illegible]5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
076	MERIT 100'S	589,078,560	9,993,122.67
077	MERIT 100'S MENTHOL	155,803,200	2,644,177.71
	TOTAL	2,041,095,080	33,908,593.99
003	CAMBRIDGE BOX	648,000	10,689.33
026	CAMBRIDGE KSSP	648,000	10,689.33
037	CAMBRIDGE 100	648,000	11,002.80
082	CAMBRIDGE SP KS		
	TOTAL	1,944,000	32,381.46
008	SARATOGA 120S	121,916,000	2,067,708.99
013	SARATOGA 120S MENTHOL	57,215,600	969,052.03
	TOTAL	179,131,600	3,036,761.02
501	CHESTERFIELD REGULAR	1,446,000	9,785.46
502	CHESTERFIELD KING SIZE	132,000	1,656.60
503	CHESTERFIELD K.S. FILTER	48,000	578.40
509	EVE 100'S	114,000	1,218.66
510	EVE 100'S MENTHOL	132,000	1,308.00
512	LARK KING SIZE	258,000	2,506.26
513	LARK BOX	576,000	4,502.40
514	LARK EXTRA LONG 100'S	60,000	753.00
515	L&M KING SIZE	30,000	361.50
516	L&M BOX	570,000	4,002.90
517	L&M SUPER KINGS 100'S	72,000	903.60
530	LARK MILDS		
	TOTAL	3,438,000	27,576.78
002	SPECIALITY	1,960,000	32,331.92
015	ENGLISH OVAL REGULAR	847,400	17,588.62
022	PLAYERS	1,251,200	25,967.99
027	ALPINE	36,249,200	597,981.93
035	GALAXY	1,380,000	22,764.22
038	ENGLISH OVAL KS	1,389,660	28,840.03
	TOTAL	43,077,460	725,474.81
9999	OTHER	264,000	4,482.63
	TOTAL	264,000	4,482.63
	TOTAL - OVERALL	15,165,761,660	251,943,843.12

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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PM C3004 PHILIP MORRIS INCORPORATED PAGE 1
F.T.C. CIGARETTE SALES FOR CURRENT MONTH OF APRIL 1980
ITEM 5 DOMESTIC U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	3,101,455,000	51,012,503.31
011	MARLBORO LS 10'S	1,320,000	10,150.80
016	MARL LIGHTS 100'S	506,496,000	9,015,975.01
021	MARLBORO MENTHOL KS	111,733,000	1,838,250.03
025	MARLBORO LS MENTHOL	5,510,800	91,005.87
029	MARLBORO KS	2,980,883,000	48,942,600.54
045	MARLBORO SOFT PACK	913,273,100	15,433,833.76
053	MARLBORO BOX 100'S	368,735,000	6,251,911.69
066	MARLBORO LIGHTS	1,245,695,140	20,473,510.32
	TOTAL	9,354,506,980	154,269,802.53
006	B & H REGULAR	280,000	5,812.89
007	B & H KS	8,117,200	168,400.26
040	B & H 100'S	752,020,900	12,606,978.50
041	B & H 100S F/T BOX	91,732,000	1,557,582.54
042	B & H 100S MENT F/T BLX	58,975,920	1,001,386.45
043	B & H MENTHOL 100'S	569,522,800	9,545,669.56
051	B&H 100' LIGHTS	492,144,600	8,338,963.09
052	B&H 100 LIGHTS MEN	425,868,160	7,212,331.18
	TOTAL	2,419,271,580	40,916,564.47
004	PARLIAMENT KS	199,151,400	3,281,181.76
005	PARLIAMENT LS	204,877,040	3,356,044.22
050	PARLIAMENT 100'S	240,432,000	4,078,016.31
	TOTAL	644,461,040	10,715,242.29
006	VIRGINIA SLIMS	373,860,000	6,334,756.10
003	VIRGINIA SLIMS MENTHOL	351,504,800	5,943,251.74
064	VA SLIMS LIGHTS FX	241,295,000	4,045,725.05
065	VA SLIMS LIGHTS ME	284,000,000	4,831,652.01
	TOTAL	1,251,340,480	21,205,384.90
009	PM KS	80,935,800	1,341,213.61
010	PM REGULAR	13,447,800	221,805.53
033	PM INTERNATIONAL	2,630,000	34,409.78
034	PM MULTIFILTER MENTHOL	5,001,200	83,491.46
030	PM INTERNATIONAL MENTHOL	528,000	8,905.24
039	PM MULTIFILTER KS	69,077,200	1,139,499.36
069	PM INTERNATIONAL PRINCESS	940,000	15,316.14
	TOTAL	173,020,000	2,691,763.12
071	MERIT	1,141,950,820	18,802,562.50
072	MERIT MENTHOL	230,819,160	3,795,172.47
074	MERIT	12,540,000	84,037.80
075	MERIT	2,460,000	15,192.00

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P.M.C. CIGARETTE SALES FOR CURRENT MONTH OF APRIL 1980
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
076	MERIT 100'S	628,767,206	10,069,290.90
077	MERIT 100'S MENTHOL	169,210,800	2,873,035.58
	TOTAL	2,185,048,600	30,269,317.25
003	CAMBRIDGE BOX	30,460,000	501,575.42
026	CAMBRIDGE KSSP	161,740,800	2,668,067.82
037	CAMBRIDGE 100	150,102,000	2,548,811.02
082	CAMBRIDGE SP KS		
	TOTAL	342,248,800	5,718,454.26
008	SARATOGA 120S	134,139,920	2,273,261.34
013	SARATOGA 120S MENTHOL	64,744,000	1,096,461.06
	TOTAL	198,883,920	3,369,722.40
501	CHESTERFIELD REGULAR	960,000	5,395.20
502	CHESTERFIELD KING SIZE		
503	CHESTERFIELD K.S. FILTER		
509	EVE 100'S	60,000	399.60
510	EVE 100'S MENTHOL		
512	LARK KING SIZE	180,000	1,164.60
513	LARK BOX	540,000	3,764.80
514	LARK EXTRA LONG 100'S		
515	L&M KING SIZE	60,000	723.00
516	L&M BOX		
517	L&M SUPER KINGS 100'S		
530	LARK MILDS		
	TOTAL	1,860,000	11,446.20
002	SPECIALITY	1,300,000	22,566.30
015	ENGLISH OVAL REGULAR	983,000	20,402.87
022	PLAYERS	1,425,000	24,572.83
027	ALPINE	41,100,000	678,089.40
032	GALAXY	1,725,000	28,620.34
038	ENGLISH OVAL KS	1,503,000	31,191.56
	TOTAL	46,120,000	810,443.30
9999	OTHER	180,000	3,158.21
	TOTAL	180,000	3,158.21
	TOTAL - OVERALL	16,619,444,720	276,151,310.44

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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P.C. CIGARETTE SALES FOR CURRENT MONTH OF MAY 1980
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	3,065,981,140	50,170,445.27
011	MARLBORO LS 10'S	1,560,000	11,996.40
018	MARL LIGHTS 100'S	556,185,740	9,481,543.18
021	MARLBORO MENTHOL KS	113,262,160	1,865,685.62
025	MARLBORO LS MENTHOL	4,898,400	81,041.51
029	MARLBORO KS	3,053,511,080	50,288,748.72
048	MARLBORO SOFT PACK	917,444,360	15,544,537.97
053	MARLBORO BOX 100'S	329,214,040	5,593,419.60
066	MARLBORO LIGHTS	1,224,249,100	20,224,961.96
069	MARL LTS KS BX	28,000	475.43
	TOTAL	9,266,334,020	153,262,855.66
006	B & H REGULAR	336,000	7,067.59
007	B & H KS	7,665,100	159,479.72
031	B&H100'S LTS BX	24,000	421.44
032	B&H100'S LTS MEN BX	24,000	421.44
040	B & H 100'S	707,175,000	11,988,113.67
041	B & H 100S F/T BOX	82,693,000	1,407,117.01
042	B & H 100S MENT F/T BOX	53,784,600	915,154.40
043	B & H MENTHOL 100'S	561,696,000	9,494,518.72
051	B&H 100' LIGHTS	449,025,000	7,626,838.78
052	B&H 100 LIGHTS MEN	388,980,000	6,610,400.64
	TOTAL	2,251,402,700	38,209,533.41
004	PARLIAMENT KS	193,990,580	3,210,055.65
005	PARLIAMENT LS	205,304,800	3,375,169.52
050	PARLIAMENT 100'S	232,200,020	3,951,503.10
	TOTAL	631,495,400	10,536,728.27
060	VIRGINIA SLIMS	344,466,140	5,854,125.01
063	VIRGINIA SLIMS MENTHOL	328,602,140	5,574,596.12
064	VA SLIMS LIGHTS BX	217,395,600	3,704,854.03
065	VA SLIMS LIGHTS ME	263,247,760	4,488,551.31
	TOTAL	1,153,911,640	19,622,126.47
009	PM KS	82,413,600	1,404,024.45
010	PM REGULAR	13,939,200	230,684.83
033	PM INTERNATIONAL	1,278,400	21,473.61
034	PM MULTIFILTER MENTHOL	4,848,000	80,155.37
036	PM INTERNATIONAL MENTHOL	354,000	5,951.57
039	PM MULTIFILTER KS	66,363,000	1,098,084.70
049	PM INTERNATIONAL PRINCESS	284,000	3,372.01
	TOTAL	169,480,200	2,843,746.54
071	MERIT	1,147,633,500	18,965,022.10

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Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

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PHILIP MORRIS INCORPORATED

CIGARETTE SALES FOR CURRENT MONTH OF MAY 1980

DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
072	MERIT MENTHOL	233,977,400	3,859,216.31
074	MERIT	9,348,000	65,085.72
075	MERIT	756,000	4,785.48
076	MERIT 100'S	619,529,200	10,557,409.88
077	MERIT 100'S MENTHOL	165,572,600	2,822,429.43
	TOTAL	2,170,810,700	36,273,948.92
003	CAMBRIDGE BOX	24,088,380	400,576.26
026	CAMBRIDGE KSSP	85,239,000	1,414,549.66
037	CAMBRIDGE 100	91,904,000	1,573,455.29
082	CAMBRIDGE SP KS		
	TOTAL	201,231,980	3,388,581.21
008	SARATOGA 120S	125,816,560	2,138,619.53
013	SARATOGA 120S MENTHOL	61,412,200	1,043,532.61
	TOTAL	187,228,760	3,182,152.14
501	CHESTERFIELD REGULAR	1,320,000	7,418.40
502	CHESTERFIELD KING SIZE		
503	CHESTERFIELD K.S. FILTER		
509	EVE 100'S	60,000	399.60
510	EVE 100'S MENTHOL	60,000	404.40
512	LARK KING SIZE	280,000	2,544.60
513	LARK BOX	600,000	4,182.00
514	LARK EXTRA LONG 100'S		
515	L&M KING SIZE		
516	L&M BOX	240,000	1,459.20
517	L&M SUPER KINGS 100'S		
518	L&M LONGS 100'S MENTHOL	60,000	858.00
530	LARK MILDS	600,000	8,280.00
	TOTAL	3,220,000	25,546.20
002	SPECIALITY		
015	ENGLISH OVAL REGULAR	882,800	18,404.21
022	PLAYERS	1,284,400	26,773.30
027	ALPINE	40,034,000	662,500.29
035	GALAXY	1,830,000	30,439.69
038	ENGLISH OVAL KS	1,574,200	32,852.73
	TOTAL	45,611,400	770,970.22
9999	OTHER	222,000	3,833.92
	TOTAL	222,000	3,833.92
	TOTAL - OVERALL	16,086,954,800	268,120,022.96

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

1005138668

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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PROC C5664 PHILIP MORRIS INCORPORATED PAGE 1
F.C. CIGARETTE SALES FOR CURRENT MONTH OF JUNE 1980
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	3,202,409,980	53,665,665.00
011	MARLBORO LS 10'S	1,440,000	11,073.60
013	MARL LIGHTS 100'S	588,999,840	10,323,258.81
021	MARLBORO MENTHOL KS	114,053,580	1,939,984.29
025	MARLBORO LS MENTHOL	5,219,600	89,125.03
029	MARLBORO KS	3,065,165,040	51,862,990.72
048	MARLBORO SOFT PACK	928,845,580	16,186,178.47
053	MARLBORO BOX 100'S	351,049,760	6,152,320.82
066	MARLBORO LIGHTS	1,296,958,700	22,004,584.47
059	MARL LTS KS BX	5,340,000	91,190.55
	TOTAL	9,559,482,080	162,326,371.76
006	B & H REGULAR	239,800	5,115.73
007	B & H KS	7,632,200	162,806.36
031	B&H100'S LTS BX	1,380,000	24,232.94
032	B&H100'S LTS MEN BX	792,000	13,907.59
040	B & H 100'S	715,508,860	12,475,940.75
041	B & H 100S F/T BOX	82,338,900	1,445,042.16
042	B & H 100S MENT F/T BOX	52,055,000	913,617.43
043	B & H MENTHOL 100'S	573,283,000	9,966,237.38
051	B&H 100' LIGHTS	466,383,020	8,150,467.70
052	B&H 100 LIGHTS MEN	401,403,180	7,013,812.74
	TOTAL	2,301,015,960	40,171,180.78
004	PARLIAMENT KS	192,890,140	3,285,562.10
005	PARLIAMENT LS	203,870,000	3,453,542.81
053	PARLIAMENT 100'S	235,977,180	4,134,654.76
	TOTAL	632,737,320	10,873,759.67
023	VA SLIMS LTS R40/M60	2,000	39.18
060	VIRGINIA SLIMS	352,478,980	6,161,054.28
061	VA SLIMS LIGHTS	1,356,000-	23,797.80-
063	VIRGINIA SLIMS MENTHOL	323,735,400	5,656,584.66
064	VA SLIMS LIGHTS BX	220,937,800	3,877,402.95
065	VA SLIMS LIGHTS ME	276,549,600	4,853,929.21
	TOTAL	1,172,347,780	20,525,212.48
009	PM KS	79,861,400	1,401,352.63
010	PM REGULAR	12,590,000	214,991.53
033	PM INTERNATIONAL	1,692,800	29,726.25
034	PM MULTIFILTER MENTHOL	4,245,000	72,485.65
036	PM INTERNATIONAL MENTHOL	390,600	6,859.34
039	PM MULTIFILTER KS	65,858,200	1,124,184.47
049	PM INTERNATIONAL PRINCESS	603,000	6,621.52
	TOTAL	165,241,000	2,856,221.39

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F.C.C. CIGARETTE SALES FOR CURRENT MONTH OF JUNE 1980
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
071	MERIT	1,172,236,560	19,932,097.42
072	MERIT MENTHOL	230,788,400	3,907,755.88
074	MERIT	7,440,000	50,895.60
075	MERIT	2,544,000	16,103.52
076	MERIT 100'S	635,504,100	11,136,616.52
077	MERIT 100'S MENTHOL	165,428,200	2,902,261.29
	TOTAL	2,213,941,260	37,945,730.23
003	CAMBRIDGE BOX	10,427,200	178,026.59
025	CAMBRIDGE KSSP	39,618,400	675,895.58
037	CAMBRIDGE 100	68,265,000	1,198,073.58
082	CAMBRIDGE SP KS		
	TOTAL	118,310,600	2,051,995.75
008	SARATOGA 120S	129,360,360	2,267,092.69
013	SARATOGA 120S MENTHOL	61,506,200	1,077,151.48
	TOTAL	190,866,560	3,344,244.17
501	CHESTERFIELD REGULAR	1,362,000	8,979.60
502	CHESTERFIELD KING SIZE	108,000	1,544.40
503	CHESTERFIELD K.S. FILTER	90,000	1,242.00
509	EVE 100'S		
510	EVE 100'S MENTHOL		
512	LARK KING SIZE	498,000	6,872.40
513	LARK BOX	672,000	5,175.60
514	LARK EXTRA LONG 100'S	54,000	772.20
515	L&M KING SIZE	450,000	6,210.00
516	L&M BOX	540,000	3,746.40
517	L&M SUPER KINGS 100'S	30,000	429.00
518	L&M LONGS 100'S MENTHOL		
530	LARK MILDS		
	TOTAL	3,804,000	34,971.60
002	SPECIALITY	218,200	3,726.07
015	ENGLISH OVAL REGULAR	863,800	18,427.39
022	PLAYERS	1,207,000	25,749.66
027	ALPINE	37,049,160	632,622.80
035	GALAXY	1,562,800	26,674.86
038	ENGLISH OVAL KS	1,437,600	30,668.93
	TOTAL	42,338,560	737,869.71
9999	OTHER	156,000 ✓	2,739.38 ✓
	TOTAL	156,000	2,739.38
	TOTAL - OVERALL	16,400,241,120	280,870,290.92

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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F.T.C. CIGARETTE SALES FOR CURRENT MONTH OF JULY 1980

1 M 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	3,435,138,580	57,621,035.96
011	MARLBORO LS 10'S	2,220,000	17,071.80
018	MARL LIGHTS 100'S	630,958,280	11,072,199.08
021	MARLBORO MENTHOL KS	121,948,520	2,080,413.25
025	MARLBORO LS MENTHOL	5,124,600	87,509.84
029	MARLBORO KS	3,304,159,480	55,817,745.58
048	MARLBORO SOFT PACK	993,207,160	17,311,002.35
053	MARLBORO BOX 100'S	381,157,240	6,684,645.49
066	MARLBORO LIGHTS	1,377,761,760	23,417,785.63
069	MARL LTS KS BX	5,966,000	101,878.32
	TOTAL	10,257,641,640	174,211,287.30
006	B & H REGULAR	157,600	4,006.96
007	B & H KS	8,352,000	178,218.80
031	B&H100'S LTS BX	2,754,000	48,360.24
032	B&H100'S LTS MEN BX	1,536,000	26,972.07
040	B & H 100'S	775,587,940	13,526,539.61
041	B & H 100S F/T BOX	89,897,000	1,578,923.71
042	B & H 100S MENT F/T BOX	56,913,800	999,611.63
043	B & H MENTHOL 100'S	616,679,160	10,740,705.21
051	B&H 100' LIGHTS	518,644,740	9,082,955.38
052	B&H 100 LIGHTS MEN	450,921,760	7,894,147.96
	TOTAL	2,521,474,200	44,080,441.57
004	PARLIAMENT KS	210,207,400	3,586,875.25
005	PARLIAMENT LS	217,515,400	3,686,600.30
050	PARLIAMENT 100'S	259,937,520	4,562,212.89
	TOTAL	687,660,320	11,835,688.44
023	VA SLIMS LTS R40/M60	4,000	78.26
060	VIRGINIA SLIMS	385,626,740	6,751,978.96
061	VA SLIMS LIGHTS	1,356,000	23,797.80
063	VIRGINIA SLIMS MENTHOL	355,672,400	6,233,229.81
064	VA SLIMS LIGHTS BX	249,626,740	4,384,073.44
065	VA SLIMS LIGHTS ME	312,695,000	5,491,529.33
	TOTAL	1,305,182,880	22,884,687.60
009	PM KS	86,936,600	1,526,853.74
010	PM REGULAR	14,554,400	248,564.57
033	PM INTERNATIONAL	1,692,600	29,722.62
034	PM MULTIFILTER MENTHOL	4,534,400	77,536.41
036	PM INTERNATIONAL MENTHOL	402,400	7,066.43
039	PM MULTIFILTER KS	70,228,000	1,199,502.77
049	PM INTERNATIONAL PRINCESS	542,000	6,198.07
	TOTAL	178,892,400	3,095,464.61

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Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

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RPT'G C5004 PHILIP MORRIS INCORPORATED PAGE 2
C.C. CIGARETTE SALES FOR CURRENT MONTH OF JULY 1980
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
071	MERIT	1,275,909,340	21,704,687.26
072	MERIT MENTHOL	265,091,360	4,489,461.70
074	MERIT	12,028,000	64,301.46
075	MERIT	2,280,000	14,432.40
076	MERIT 100'S	715,567,400	12,551,077.88
077	MERIT 100'S MENTHOL	189,112,780	3,318,955.10
	TOTAL	2,459,987,900	42,162,915.78
003	CAMBRIDGE BOX	7,645,200	134,129.30
026	CAMBRIDGE KSSP	44,560,800	762,005.54
037	CAMBRIDGE 100	92,106,600	1,618,430.37
082	CAMBRIDGE SP KS		
	TOTAL	144,512,600	2,514,565.21
006	SARATOGA 120S	141,497,580	2,481,438.71
013	SARATOGA 120S MENTHOL	68,344,200	1,196,945.86
	TOTAL	209,841,780	3,678,384.57
501	CHESTERFIELD REGULAR	1,520,000	7,418.40
502	CHESTERFIELD KING SIZE		
503	CHESTERFIELD K.S. FILTER		
509	EVE 100'S	60,000	399.60
510	EVE 100'S MENTHOL	120,000	808.80
512	LARK KING SIZE		
513	LARK BOX	960,000	6,691.20
514	LARK EXTRA LONG 100'S		
515	L&M KING SIZE	12,000	165.60
516	L&M BOX	480,000	2,918.40
517	L&M SUPER KINGS 100'S		
518	L&M LONGS 100'S MENTHOL		
530	LARK MILDS		
	TOTAL	2,952,000	18,402.00
002	SPECIALITY		
015	ENGLISH OVAL REGULAR	1,635,400	22,088.56
022	PLAYERS	1,339,400	28,574.91
027	ALPINE	41,688,780	715,808.23
035	GALAXY	1,644,000	28,073.55
036	ENGLISH OVAL KS	1,561,800	33,327.61
	TOTAL	47,469,380	827,872.86
9999	OTHER	252,000	4,425.15
	TOTAL	252,000	4,425.15
	TOTAL - OVERALL	17,615,867,100	305,314,135.09

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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PM C5664 PHILIP MORRIS INCORPORATED PAGE 1
F.T.C.
ITEM 5 CIGARETTE SALES FOR CURRENT MONTH OF AUGUST 1980
DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	3,216,916,900	54,402,620.44
011	MARLBORO LS 10'S	1,260,000	9,089.40
018	MARL LIGHTS 100'S	620,527,280	10,885,273.51
021	MARLBORO MENTHOL KS	117,221,000	1,987,396.18
025	MARLBORO LS MENTHOL	5,438,420	92,869.36
029	MARLBORO KS	3,159,198,938	53,634,040.66
048	MARLBORO SOFT PACK	953,625,600	16,692,048.20
053	MARLBORO BOX 100'S	366,178,760	6,423,529.35
066	MARLBORO LIGHTS	1,335,705,340	22,752,115.71
069	MARL LTS KS BX	9,588,000	163,728.14
	TOTAL	9,785,660,238	167,043,515.00
006	B & H REGULAR	192,080	4,099.90
007	B & H KS	7,630,140	162,730.03
031	B&H100'S LTS BX	1,547,200	27,170.79
032	B&H100'S LTS MEN BX	970,800	17,049.09
040	B & H 100'S	737,296,040	12,891,106.58
041	B & H 100S F/T BOX	85,310,800	1,497,907.08
042	B & H 100S MENT F/T BOX	54,350,800	954,124.90
043	B & H MENTHOL 100'S	595,972,160	10,367,690.89
051	B&H 100' LIGHTS	482,849,380	8,459,346.03
052	B&H 100 LIGHTS MEN	422,736,400	7,401,422.72
	TOTAL	2,388,855,800	41,782,655.01
004	PARLIAMENT KS	194,204,380	3,312,789.95
005	PARLIAMENT LS	204,922,540	3,484,291.19
059	PARLIAMENT 100'S	240,711,920	4,222,762.99
	TOTAL	639,838,840	11,019,844.13
023	VA SLIMS LTS R40/M60	7,000	135.34
060	VIRGINIA SLIMS	362,240,040	6,348,327.14
061	VA SLIMS LIGHTS		
063	VIRGINIA SLIMS MENTHOL	333,938,380	5,833,974.84
064	VA SLIMS LIGHTS BX	243,158,760	4,268,122.12
065	VA SLIMS LIGHTS ME	299,898,000	5,259,886.45
	TOTAL	1,239,242,180	21,710,449.89
009	PM KS	81,888,000	1,437,970.35
013	PM REGULAR	12,936,200	220,000.20
033	PM INTERNATIONAL	1,674,000	29,395.65
034	PM MULTIFILTER MENTHOL	4,076,400	69,517.91
036	PM INTERNATIONAL MENTHOL	414,800	7,284.41
039	PM MULTIFILTER KS	64,586,340	1,102,780.92
049	PM INTERNATIONAL PRINCESS	3,432,000	47,960.31
	TOTAL	169,007,740	2,915,802.05

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Source: https://www.industrydocuments.ucsf.edu/docs/mnk0000

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F C C. ITEM 5 — CIGARETTE SALES FOR CURRENT MONTH OF AUGUST 1980
DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
071	MERIT	1,205,646,420	20,543,113.11
072	MERIT MENTHOL	239,071,000	4,068,260.68
074	MERIT	6,900,000	47,065.20
075	MERIT	1,140,000	7,216.20
076	MERIT 100'S	670,310,400	11,757,315.21
077	MERIT 100'S MENTHOL	173,108,720	3,037,979.98
	TOTAL	2,296,176,540	39,461,252.38
003	CAMBRIDGE BOX	5,084,000	86,759.31
026	CAMBRIDGE KSSP	43,771,960	748,020.72
037	CAMBRIDGE 100	97,305,300	1,708,467.26
082	CAMBRIDGE SP KS		
	TOTAL	146,161,260	2,543,247.29
008	SARATOGA 120S	132,168,740	2,318,402.19
013	SARATOGA 120S MENTHOL	63,856,100	1,118,448.79
	TOTAL	196,024,840	3,436,850.98
501	CHESTERFIELD REGULAR	720,000	5,028.00
502	CHESTERFIELD KING SIZE	60,000	858.00
503	CHESTERFIELD K.S. FILTER		
509	EVE 100'S		
510	EVE 100'S MENTHOL		
512	LARK KING SIZE	180,000	1,604.40
513	LARK BOX	420,000	3,337.20
514	LARK EXTRA LONG 100'S	1,248,000	17,846.40
515	L&M KING SIZE	54,000	745.20
516	L&M BOX	270,000	1,873.20
517	L&M SUPER KINGS 100'S	30,000	429.00
518	L&M LONGS 100'S MENTHOL	60,000	858.00
530	LARK MILDS	2,100,000	28,980.00
	TOTAL	5,142,000	61,559.40
002	SPECIALITY		
015	ENGLISH OVAL REGULAR	891,000	19,033.02
022	PLAYERS	1,272,000	27,130.04
027	ALPINE	36,651,800	625,670.05
035	GALAXY	1,434,000	24,487.52
038	ENGLISH OVAL KS	1,437,000	30,647.44
	TOTAL	41,685,800	726,949.07
9999	OTHER	192,000 ✓	3,371.55 ✓
	TOTAL	192,000	3,371.55
	TOTAL - OVERALL	16,907,987,238	290,705,302.75

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

1005138674

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PROG U5664 PHILIP MORRIS INCORPORATED PAGE 1
F C C. CIGARETTE SALES FOR CURRENT MONTH OF SEPTEMBER 1980
ITEM 5 DOMESTIC, U.S.A. POSSESSIONS & MILITARY SEASHORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	3,183,923,620	53,462,584.92
011	MARLBORO LS 10'S	1,580,000	10,612.20
016	MARL LIGHTS 100'S	625,107,460	10,967,405.33
021	MARLBORO MENTHOL KS	114,045,900	1,943,910.65
025	MARLBORO LS MENTHOL	5,198,800	89,778.21
029	MARLBORO KS	3,012,830,820	51,006,056.85
048	MARLBORO SOFT PACK	928,807,400	16,215,497.74
056	MARLBORO BOX 100'S	360,695,120	6,318,930.27
066	MARLBORO LIGHTS	1,329,647,040	22,613,045.79
069	MARL LTS KS BX	267,232,000	4,563,345.91
	TOTAL	9,829,068,620	167,190,207.87
006	B & H REGULAR	210,000	4,482.15
007	B & H KS	7,682,600	163,895.32
031	B&H100'S LTS BX	1,644,000	28,868.39
032	B&H100'S LTS MEN BX	1,122,400	19,709.41
040	B & H 100'S	717,444,400	12,552,638.87
041	B & H 100S F/T BOX	83,156,600	1,460,263.36
042	B & H 100S MENT F/T BOX	54,428,400	955,594.83
043	B & H MENTHOL 100'S	585,752,800	10,201,099.78
051	B&H 100' LIGHTS	494,215,340	8,738,867.65
052	B&H 100 LIGHTS MEN	432,204,880	7,568,679.35
	TOTAL	2,382,861,420	41,694,099.11
004	PARLIAMENT KS	190,801,880	3,256,934.67
005	PARLIAMENT LS	201,781,960	3,419,610.37
050	PARLIAMENT 100'S	239,285,500	4,201,117.23
	TOTAL	631,869,360	10,877,662.27
023	VA SLIMS LTS R40/M00		
060	VIRGINIA SLIMS	352,115,020	6,168,022.62
061	VA SLIMS LIGHTS		
063	VIRGINIA SLIMS MENTHOL	325,968,580	5,709,019.31
064	VA SLIMS LIGHTS BX	244,905,760	4,300,188.76
065	VA SLIMS LIGHTS ME	301,418,460	5,291,134.63
	TOTAL	1,224,407,820	21,468,365.32
009	PM KS	79,553,140	1,396,664.36
010	PM REGULAR	13,043,600	222,032.06
033	PM INTERNATIONAL	1,932,400	33,933.54
034	PM MULTIFILTER MENTHOL	4,588,400	78,358.86
036	PM INTERNATIONAL MENTHOL	431,600	7,578.71
039	PM MULTIFILTER KS	63,738,400	1,088,387.15
049	PM INTERNATIONAL PRINCESS	242,000	2,913.85
	TOTAL	163,529,540	2,830,468.53

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F.C. CIGARETTE SALES FOR CURRENT MONTH OF SEPTEMBER 1980
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
071	MERIT	1,178,552,640	20,054,316.06
072	MERIT MENTHOL	238,159,400	4,041,114.58
074	MERIT	9,662,000	60,736.68
075	MERIT	1,980,000	12,533.40
076	MERIT 100'S	660,969,200	11,587,460.27
077	MERIT 100'S MENTHOL	178,146,360	3,126,905.60
101	MERIT ULTRA LTS	4,660,000	79,575.91
102	MERIT ULTRA LTS MEN	3,076,000	52,526.93
	TOTAL	2,275,205,620	39,021,169.43
003	CAMBRIDGE BOX	4,993,000	85,269.60
026	CAMBRIDGE KSSP	46,419,200	792,782.27
037	CAMBRIDGE 100	105,093,600	1,845,516.61
082	CAMBRIDGE SP KS		
	TOTAL	156,505,800	2,723,568.68
008	SARATOGA 120S	131,703,460	2,308,963.42
013	SARATOGA 120S MENTHOL	64,783,400	1,134,274.96
	TOTAL	196,486,860	3,443,238.38
501	CHESTERFIELD REGULAR	1,812,000	10,281.60
502	CHESTERFIELD KING SIZE		
503	CHESTERFIELD K.S. FILTER		
504	CHESTERFIELD BOX	2,400,000	15,072.00
509	EVE 100'S	120,000	799.20
510	EVE 100'S MENTHOL	120,000	806.80
512	LARK KING SIZE	120,000	776.40
513	LARK BOX	600,000	4,600.20
514	LARK EXTRA LONG 100'S		
515	L&M KING SIZE	12,000	165.60
516	L&M BOX	240,000	1,459.20
517	L&M SUPER KINGS 100'S		
518	L&M SUPER KINGS 100'S MENTHOL	36,000	514.80
530	LARK MILDS		
	TOTAL	5,520,000	34,477.80
002	SPECIALITY		
015	ENGLISH OVAL REGULAR	966,200	20,612.30
022	PLAYERS	1,337,600	28,537.66
027	ALPINE	37,896,400	647,168.84
035	GALAXY	1,656,000	28,278.48
038	ENGLISH OVAL KS	1,528,160	32,608.11
	TOTAL	43,304,360	757,205.39
9999	OTHER	324,000	5,689.48
	TOTAL	324,000	5,689.48
	TOTAL - OVERALL	16,404,163,000	240,046,152.26

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

1005138676

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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E.T. CIGARETTE SALES FOR CURRENT MONTH OF OCTOBER 1989
ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	3,619,595,330	60,882,335.27
011	MARLBORO LS 100'S	2,400,000	18,436.00
018	MARL LIGHTS 100'S	683,712,840	11,983,946.35
021	MARLBORO MENTHOL KS	117,468,160	1,994,021.64
025	MARLBORO LS MENTHOL	5,239,300	89,408.96
029	MARLBORO KS	3,273,193,620	55,608,640.66
048	MARLBORO SOFT PACK	1,029,114,900	17,971,221.62
053	MARLBORO BOX 100'S	425,961,260	7,473,574.07
066	MARLBORO LIGHTS	1,365,129,200	23,246,425.53
069	MARL LTS KS BX	270,375,400	4,617,802.43
	TOTAL	10,797,090,060	183,885,892.55
006	B & H REGULAR	228,600	4,877.16
007	B & H KS	8,435,160	179,897.26
031	B&H100'S LTS BX	1,205,800	21,173.60
032	B&H100'S LTS MEN BX	607,800	10,673.77
040	B & H 100'S	779,431,780	13,632,254.23
041	B & H 100S F/T BOX	87,765,600	1,541,253.91
042	B & H 100'S MENT F/T BOX	56,551,460	993,042.97
043	B & H MENTHOL 100'S	642,178,640	11,180,495.39
051	B&H 100' LIGHTS	515,431,040	9,032,774.70
052	B&H 100 LIGHTS MEN	462,858,820	8,102,630.66
	TOTAL	2,554,694,700	44,699,323.69
004	PARLIAMENT KS	199,699,080	3,389,379.96
005	PARLIAMENT LS	219,041,720	3,719,129.42
050	PARLIAMENT 100'S	251,880,700	4,421,158.83
	TOTAL	669,621,500	11,529,668.21
023	VA SLIMS LTS 840/460		
060	VIRGINIA SLIMS	378,403,460	6,632,626.95
061	VA SLIMS LIGHTS		
063	VIRGINIA SLIMS MENTHOL	352,272,700	6,153,169.50
064	VA SLIMS LIGHTS BX	274,643,240	4,822,904.00
065	VA SLIMS LIGHTS KS	337,797,760	5,927,164.35
	TOTAL	1,342,917,160	23,535,860.80
009	PM KS	82,852,600	1,454,959.33
010	PM REGULAR	13,460,120	229,371.28
033	PM INTERNATIONAL	1,830,600	32,149.46
034	PM MULTIFILTER MENTHOL	4,249,800	72,532.56
036	PM INTERNATIONAL MENTHOL	493,500	8,066.01
039	PM MULTIFILTER KS	67,074,200	1,145,786.69
049	PM INTERNATIONAL PRINCESS	1,335,000	18,933.60
	TOTAL	171,295,820	2,962,949.73

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Source: https://www.industrydocuments.ucsf.edu/docs/snhk0000

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R. — CIGARETTE SALES FOR CURRENT MONTH OF OCTOBER 1980

ITEM 5 — DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
071	MERIT	1,308,607,160	22,290,949.57
072	MERIT MENTHOL	249,874,160	4,248,935.15
074	MERIT	13,320,000	91,528.40
075	MERIT	1,980,000	12,533.40
076	MERIT 100'S	716,106,000	12,551,996.99
077	MERIT 100'S MENTHOL	183,786,200	3,227,122.46
101	MERIT ULTRA LTS	8,602,000	146,890.97
102	MERIT ULTRA LTS MEN	6,046,000	103,243.77
	TOTAL	2,488,321,520	42,673,168.65
003	CAMBRIDGE BOX	4,212,400	71,933.32
026	CAMBRIDGE KSSP	47,379,600	809,074.10
037	CAMBRIDGE 100	105,155,000	1,346,585.81
082	CAMBRIDGE SP KS		
	TOTAL	156,747,000	2,727,593.23
008	SARATOGA 120S	137,283,080	2,409,428.97
013	SARATOGA 120S MENTHOL	66,223,600	1,161,755.36
	TOTAL	203,506,680	3,571,184.33
501	CHESTERFIELD REGULAR	480,000	2,697.60
502	CHESTERFIELD KING SIZE	18,000	257.40
503	CHESTERFIELD K.S. FILTER		
504	CHESTERFIELD BOX		
509	EVE 100'S		
510	EVE 100'S MENTHOL		
512	LARK KING SIZE	492,000	5,910.00
513	LARK BOX	252,000	1,833.40
514	LARK EXTRA LONG 100'S	1,140,000	16,302.00
515	L&M KING SIZE	30,000	414.00
516	L&M BOX	492,000	3,084.00
517	L&M SUPER KINGS 100'S		
518	L&M LONGS 100'S MENTHOL		
530	LARK MILDS	1,900,000	24,840.00
	TOTAL	4,704,000	55,343.40
002	SPECIALITY		
015	ENGLISH OVAL REGULAR	1,071,000	22,848.03
022	PLAYERS	1,537,200	32,794.51
027	ALPINE	38,362,200	655,187.33
035	GALAXY	1,479,000	25,102.27
038	ENGLISH OVAL KS	1,694,200	35,140.56
	TOTAL	44,134,600	772,073.70
9999	OTHER	372,000	6,532.37
	TOTAL	372,000	6,532.37
	TOTAL - OVERALL	18,433,405,040	316,419,595.70

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

1005138678

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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F.T.C. CIGARETTE SALES FOR CURRENT MONTH OF NOVEMBER 1980

IT 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	2,733,254,140	45,667,693.42
011	MARLBORO LS 10'S	2,580,000	19,840.20
018	MARL LIGHTS 100'S	564,878,600	9,880,006.28
021	MARLBORO MENTHOL KS	104,333,400	1,772,549.80
025	MARLBORO LS MENTHOL	4,855,600	83,447.31
029	MARLBORO KS	2,761,872,778	46,598,737.34
048	MARLBORO SOFT PACK	853,973,400	14,837,984.97
053	MARLBORO BOX 100'S	323,816,400	5,647,473.91
066	MARLBORO LIGHTS	1,074,661,160	18,115,119.68
069	MARL LTS KS BX	206,963,200	3,627,668.64
	TOTAL	8,631,188,678	146,250,521.55
006	B & H REGULAR	197,400	4,289.77
007	B & H KS	7,073,000	151,503.87
031	B&H100'S LTS BX	1,278,000	22,221.01
032	B&H100'S LTS MEN BX	756,000	13,149.42
040	B & H 100'S	654,824,200	11,370,717.87
041	B & H 100S F/T BOX	77,302,000	1,352,688.24
042	B & H 100S MENT F/T BOX	53,437,400	945,887.22
043	B & H MENTHOL 100'S	540,372,800	9,390,470.49
051	B&H 100' LIGHTS	448,803,600	7,834,023.72
052	B&H 100 LIGHTS MEN	397,159,560	6,929,188.42
	TOTAL	2,181,203,960	38,014,140.03
004	PARLIAMENT KS	174,417,800	2,963,702.41
005	PARLIAMENT LS	179,032,400	3,001,915.94
050	PARLIAMENT 100'S	215,697,980	3,765,812.39
	TOTAL	569,148,180	9,731,430.74
023	VA SLIMS LTS R40/M60	4,000-	78.26-
060	VIRGINIA SLIMS	336,879,780	5,888,177.21
061	VA SLIMS LIGHTS		
063	VIRGINIA SLIMS MENTHOL	310,799,980	5,429,817.58
064	VA SLIMS LIGHTS BX	246,058,200	4,326,648.76
065	VA SLIMS LIGHTS ME	293,006,800	5,144,869.76
	TOTAL	1,186,740,760	20,789,435.05
009	PM KS	75,399,400	1,321,234.66
010	PM REGULAR	13,228,200	228,006.19
033	PM INTERNATIONAL	1,428,200	24,993.72
034	PM MULTIFILTER MENTHOL	4,364,800	75,545.25
036	PM INTERNATIONAL MENTHOL	402,000	7,078.08
039	PM MULTIFILTER KS	59,915,400	1,021,073.16
049	PM INTERNATIONAL PRINCESS	320,000	4,047.89
	TOTAL	155,058,000	2,681,978.95

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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PROG C5004 PHILIP MORRIS INCORPORATED PAGE 2

C.C. CIGARETTE SALES FOR CURRENT MONTH OF NOVEMBER 1980

ITEM 5 DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
071	MERIT	1,067,822,560	18,084,954.16
072	MERIT MENTHOL	219,105,200	3,713,387.20
074	MERIT	10,050,000	70,677.00
075	MERIT	2,280,000	14,432.40
076	MERIT 100'S	613,415,100	10,723,936.75
077	MERIT 100'S MENTHOL	166,357,200	2,917,413.16
101	MERIT ULTRA LTS	6,936,000	122,740.29
102	MERIT ULTRA LTS MEN	4,920,000	87,130.10
	TOTAL	2,090,886,060	35,734,671.06
003	CAMBRIDGE BOX	4,935,600	84,794.24
026	CAMBRIDGE KSSP	48,510,520	838,979.88
037	CAMBRIDGE 100	96,455,200	1,699,214.02
082	CAMBRIDGE SP KS		
	TOTAL	149,901,320	2,622,988.14
008	SARATOGA 120S	121,053,200	2,116,102.43
013	SARATOGA 120S MENTHOL	61,784,000	1,081,296.31
	TOTAL	182,837,200	3,197,398.74
501	CHESTERFIELD REGULAR	1,380,000	7,755.60
502	CHESTERFIELD KING SIZE		
503	CHESTERFIELD K.S. FILTER		
504	CHESTERFIELD BOX		
509	EVE 100'S		
510	EVE 100'S MENTHOL		
512	LARK KING SIZE	180,000	1,164.60
513	LARK BOX	1,080,000	7,527.60
514	LARK EXTRA LONG 100'S		
515	L&M KING SIZE		
516	L&M BOX	300,000	1,824.00
517	L&M SUPER KINGS 100'S		
518	L&M LONGS 100'S MENTHOL		
530	LARK MILDS		
	TOTAL	2,940,000	18,271.80
002	SPECIALITY		
015	ENGLISH OVAL REGULAR	884,400	19,040.76
022	PLAYERS	1,287,800	27,761.09
027	ALPINE	37,240,400	641,230.11
035	GALAXY	1,818,000	31,600.77
038	ENGLISH OVAL KS	1,393,600	30,013.43
	TOTAL	42,624,200	749,646.16
9999	OTHER	180,200	3,215.45
	TOTAL	180,200	3,215.45
	TOTAL - OVERALL	15,192,708,558	259,793,697.67

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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PROG L5004 PHILIP MORRIS INCORPORATED PAGE 1
F.T.C. CIGARETTE SALES FOR CURRENT MONTH OF DECEMBER 1980
DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
001	MARLBORO LS	2,947,717,300	51,898,291.48
011	MARLBORO LS 10'S	1,680,000	12,919.20
018	MARL LIGHTS 100'S	638,015,400	11,711,239.56
021	MARLBORO MENTHOL KS	110,672,000	1,975,462.79
025	MARLBORO LS MENTHOL	5,134,600	91,132.04
029	MARLBORO KS	2,867,238,202	50,918,406.44
046	MARLBORO SOFT PACK	903,309,200	16,504,990.41
053	MARLBORO BOX 100'S	338,609,600	6,213,461.95
066	MARLBORO LIGHTS	1,091,932,520	19,456,706.37
069	MARL LTS KS BX	305,801,600	5,459,182.13
	TOTAL	9,210,110,422	164,241,792.87
006	B & H REGULAR	189,160	4,171.30
007	B & H KS	7,576,600	166,685.38
031	B&H100'S LTS BX	1,134,000	20,658.20
032	B&H100'S LTS MEN BX	714,000	12,986.90
040	B & H 100'S	693,883,000	12,688,116.68
041	B & H 100S F/T BOX	83,124,640	1,527,935.79
042	B & H 100S MENT F/T BOX	51,579,200	939,543.86
043	B & H MENTHOL 100'S	588,863,740	10,740,333.26
051	B&H 100' LIGHTS	507,554,140	9,292,880.91
052	B&H 100 LIGHTS MEN	440,417,600	8,059,256.14
	TOTAL	2,375,036,080	43,452,568.48
004	PARLIAMENT KS	189,677,800	3,393,795.01
005	PARLIAMENT LS	198,396,160	3,522,915.63
050	PARLIAMENT 100'S	250,485,400	4,600,384.03
	TOTAL	638,559,360	11,517,094.67
023	VA SLIMS LTS R40/M60		
060	VIRGINIA SLIMS	356,599,200	6,545,021.10
061	VA SLIMS LIGHTS		
063	VIRGINIA SLIMS MENTHOL	329,563,360	6,035,989.07
064	VA SLIMS LIGHTS BX	263,399,960	4,640,388.02
065	VA SLIMS LIGHTS ME	325,822,340	5,982,455.14
	TOTAL	1,275,384,860	23,404,353.33
009	PM KS	76,600,200	1,408,426.23
010	PM REGULAR	11,654,100	206,410.00
033	PM INTERNATIONAL	2,011,000	36,634.99
034	PM MULTIFILTER MENTHOL	3,641,400	68,077.07
036	PM INTERNATIONAL MENTHOL	372,000	6,739.61
039	PM MULTIFILTER KS	60,916,000	1,090,522.53
049	PM INTERNATIONAL PRINCESS	288,000	2,913.20
	TOTAL	155,682,700	2,819,723.63

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Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

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PROG L5664 PHILIP MORRIS INCORPORATED PAGE 2
F.C.
M 5 CIGARETTE SALES FOR CURRENT MONTH OF DECEMBER 1980
DOMESTIC, U.S. POSSESSIONS & MILITARY SEASTORES

STYLE	STYLE DESCRIPTION	UNITS	NET SALES
071	MERIT	1,174,376,480	20,945,612.10
072	MERIT MENTHOL	237,398,000	4,230,889.73
074	MERIT	9,018,000	63,193.44
075	MERIT	1,680,000	10,634.40
076	MERIT 100'S	684,072,000	12,561,628.58
077	MERIT 100'S MENTHOL	184,008,200	3,382,671.05
101	MERIT ULTRA LTS	9,767,400	174,868.61
102	MERIT ULTRA LTS MEN	5,236,800	93,495.35
	TOTAL	2,305,578,880	41,462,993.26
003	CAMBRIDGE BOX	3,252,200	57,396.81
026	CAMBRIDGE KSSP	52,935,000	940,648.36
027	CAMBRIDGE 100	112,907,160	2,073,763.21
082	CAMBRIDGE SP KS		
	TOTAL	169,094,360	3,071,808.38
008	SARATOGA 120S	131,632,320	2,417,794.95
015	SARATOGA 120S MENTHOL	61,783,400	1,132,508.81
	TOTAL	193,415,720	3,550,303.76
501	CHESTERFIELD REGULAR	1,392,000	9,393.60
502	CHESTERFIELD KING SIZE	60,000	858.00
503	CHESTERFIELD K.S. FILTER		
504	CHESTERFIELD BOX		
509	EVE 100'S	30,000	429.00
510	EVE 100'S MENTHOL	30,000	429.00
512	LARK KING SIZE	30,000	414.00
513	LARK BOX	750,000	5,432.40
514	LARK EXTRA LONG 100'S	30,000	429.00
515	L&M KING SIZE	36,000	496.80
516	L&M BOX	336,000	2,320.80
517	L&M SUPER KINGS 100'S	30,000	429.00
518	L&M LONGS 100'S MENTHOL		
530	LARK MILDS		
	TOTAL	2,724,000	20,631.60
002	SPECIALITY		
015	ENGLISH OVAL REGULAR	771,000	16,954.30
022	PLAYERS	1,240,000	27,249.05
027	ALPINE	34,716,400	615,726.67
035	GALAXY	1,264,000	22,385.54
038	ENGLISH OVAL KS	1,395,000	30,690.65
	TOTAL	39,386,400	713,006.21
9999	OTHER	606,000	11,134.87
	TOTAL	606,000	11,134.87
	TOTAL - OVERALL	16,305,578,782	294,265,411.06

NOTE: The above style codes 501 through 530 represent sales of cigarette brands manufactured and distributed by Philip Morris Incorporated for the trademark owner in 1980 to U.S. possessions.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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Item 6 - Report the total dollar volume of cigarette sales other than domestic sales by the company and any of its subsidiary or parent corporations during the Calendar Year 1980.

Foreign Exports $528,407,460

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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Item 7 - Report the total dollar volume of all domestic and foreign sales for all product lines, including cigarettes, by the company and any of its subsidiary and parent corporations during the Calendar Year 1980.

Total dollar volume of all domestic and export sales for all product lines, including cigarettes, during 1980 was $7,311,605,057.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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Item 8

Note: All expenditures reported under this Item 8 have been accounted for in accordance with the principles set forth for Item 8 in the Order to File Special Report. The allocation of the cost by brand being reported represents the expenses of the complete line extension of the particular brand.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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Item 8 - Report total dollar expenditures by the company and any of its subsidiary and parent corporations for domestic cigarette advertising and all other cigarette promotional activities for the Calendar Year 1980. Provide a breakdown of these expenditures into the following categories for each variety of cigarette manufactured or distributed by the company:

(a) Newspaper advertising other than expenditures which also fit into categories (h) or (k), for they should be reported in those categories.

(b) Magazine advertising other than expenditures which also fit into categories (h) or (k), for they should be reported in those categories.

(c) Outdoor advertising other than expenditures which also fit into categories (d), (h), or (k) for they should be reported in those categories.

(d) Advertising in or on public transportation facilities other than expenditures which also fit into categories (h) or (k), for they should be reported in those categories.

(e) Direct mail advertising other than expenditures which also fit into categories (h) or (k), for they should be reported in those categories.

The following schedules summarize the domestic cigarette advertising expenditures incurred during the Calendar Year 1980, in accordance with the categories noted above.

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Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

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Item 8 (a) - Newspapers

Marlboro	$ 28,172,584
Benson & Hedges	5,795,448
Parliament	373,628
Virginia Slims	4,741,760
Merit	47,750,221
Cambridge	31,647,376
Saratoga	1,315,078
	$ 119,796,095

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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Item 8 (b) - Magazines

Marlboro	$ 17,096,814
Benson & Hedges	12,557,488
Parliament	1,421,382
Virginia Slims	9,328,400
Merit	11,378,133
Cambridge	8,929,925
Saratoga	834,943
Unassigned	595,170
	$ 62,142,255

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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Item 8 (c) - Outdoors

Marlboro	$ 18,093,168
Benson & Hedges	6,831,021
Parliament	77,893
Virginia Slims	5,894,295
Merit	9,719,713
Cambridge	3,946,846
Unassigned	53,770
	$ 44,616,706

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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Item 8 (d) - Public Transportation

Marlboro	$ 1,232,744
Benson & Hedges	145,938
Parliament	474,206
Virginia Slims	400,340
Merit	654,530
Cambridge	580,146
	$ 3,487,904

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (a - d) - Production Costs

The following production costs of advertisements have been incurred during Calendar Year 1980. These expenditures are applicable to Item 8 (a - d) reported hereto.

	Newspapers, Magazines	Outdoors, Public Transportation
Marlboro	$ 3,851,399	$ 3,589,842
Benson & Hedges	2,136,922	986,814
Parliament	766,988	195,395
Virginia Slims	2,250,189	855,999
Merit	3,037,822	497,829
Cambridge	2,528,915	470,783
Saratoga	349,964	-
Unassigned	149,365	1,854
	$ 15,071,564	$ 6,598,516

1005138691

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (e) - Direct Mail

No direct mail advertising expenditures were incurred during Calendar Year 1980.

100513869 2

Source: https://www.industrydocuments.ucsf.edu/docs/snhk0000

CONFIDENTIAL

Item 8 (f) - Point of sale advertisements other than expenditures which also fit into categories (g), (h), or (k), for they should be reported in those categories.

The following page lists the total cost of point of sale advertisements incurred by the company during the Calendar Year 1980.

100513869 3

Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

CONFIDENTIAL

Item 8 (f) - Point of Sale Advertisements

	1980 Point of Sale	
	Materials	Art Work Development
Marlboro	$ 3,261,916	$ 392,094
Benson & Hedges	1,453,006	423,692
Parliament	44,183	13,945
Virginia Slims	1,449,312	367,771
Merit	1,385,694	116,295
Cambridge	1,355,733	131,594
Other	19,855	12,362
Unassigned	1,971,371	13,862
Shipping	1,675,632	-
Sales and Use Tax	673,834	-
	$ 13,290,536	$1,471,615

2005138694

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (g) - Promotional allowances paid to retailers and any other persons (other than full-time company employees who are involved in the cigarette distribution and sales process) in order to facilitate the sale of any cigarettes other than expenditures which also fit into categories (a) - (e), for they should be reported in those categories.

The following page sets forth the total promotional allowances paid to retailers by the company for displaying the company's cigarette brands during the Calendar Year 1980.

100513869S

Source: https://www.industrydocuments.ucsf.edu/docs/snhk0000

CONFIDENTIAL

Item 8 (g) - Promotional Allowances

		1980
Retail Merchandising (Carton racks, counter and floor displays)		$ 32,609,870
All other promotional allowances		
Marlboro	$ 6,000,471	
Benson & Hedges	1,302,784	
Parliament	313,381	
Virginia Slims	192,876	
Merit	1,003,760	
Cambridge	587,941	
Unassigned	274,084	$ 9,675,297
		$ 42,285,167

100513869

CONFIDENTIAL

Item 8 (h) - Sampling of cigarettes, including both the costs of the cigarettes themselves and the costs of organizing, promoting, and running sampling efforts.

The following page sets forth the total cost of sampling activities conducted by the company during the Calendar Year 1980.

1005138697

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (h) - SAMPLING OF CIGARETTES

Cost of samples	
Marlboro	$ 664,742
Benson & Hedges	206,564
Parliament	16,114
Virginia Slims	473,512
Merit	933,286
Cambridge	458,247
Not Identified	666,117
TOTAL	$ 3,418,582
Tax on samples	
Marlboro	$ 237,035
Benson & Hedges	134,777
Parliament	9,172
Virginia Slims	234,085
Merit	361,140
Cambridge	71,267
Not Identified	2,772
TOTAL	$ 1,050,248
Labor Costs	$ 790,276
	$ 5,259,106

1005138698

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (i) - All costs of distributing all items other than cigarettes, including the cost of such items distributed to consumers by sale, redemption of coupons, or otherwise, bearing the name or depicting any portion of the package of any variety of cigarettes sold by the company. The expenditures reported in this item shall be the net cost to the company; i.e., payments received from consumers for such items shall be deducted. Whenever such activities are combined with cigarette sampling, the expenditures connected therewith shall be reported solely under category (h).

The below listed schedule sets forth the costs of distributing all items to consumers, other than cigarettes, which bear the name or depict any portion of the package of any variety of cigarettes sold by the company during the Calendar Year 1980.

	1980
Marlboro	$ 58,711
Benson & Hedges	1,015,469
Virginia Slims	843,322
Total	$ 1,917,502

2005138699

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (j) - All costs of distributing all items other than cigarettes, including the costs of such items distributed to consumers by sale, redemption of coupons, or otherwise, not bearing the name or depicting any portion of the package of any variety of cigarettes sold by the company. The expenditures reported in this item shall be the net cost to the company; i.e., payments received from consumers for such items shall be deducted. Whenever such activities are combined with cigarette sampling, the expenditure connected therewith shall be reported solely under category (h).

The below listed schedule sets forth the net costs of distributing all items to consumers, other than cigarettes, not bearing the name or depicting any portion of the package of any variety of cigarettes sold by the company during the Calendar Year 1980.

	1980
Marlboro	$ 357,382
Benson & Hedges	241,545
Parliament	10,391
Virginia Slims	8,075
Merit	13,234
Alpine - Galaxy	285,623
Unassigned	400,089
Total	$1,316,339

1005138700

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (k) - Public entertainment events bearing or otherwise displaying the name of the company or any of its cigarettes. This category includes all expenditures made by the company in promoting and/or sponsoring such events.

Sponsorship	1980
Marlboro	$ 529,058
Benson & Hedges	16,921
Virginia Slims	333,808
Merit	161,499
Company Sponsorship	3,724,819
TOTAL	$ 4,766,105

2005138701

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (l) - Endorsements and testimonials. This category includes, but is not limited to, all expenditures made to procure cigarette use, or the mention of a cigarette product or company name, or the appearance of cigarette product or name or package or other representation associated with cigarette product or company, in any situation (e.g., motion pictures, stage shows, public appearance by a celebrity) where such use, mention, or appearance may come to the attention of the public. However, advertising expenditures which also fit into categories (a)-(f) or (k) should be represented in those categories.

No expenditures were made for endorsements or testimonials during Calendar Year 1980.

1005138702

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 8 (m) - All other expenditures. Specify the amount and describe the subject nature of each expenditure reported in this category.

Miscellaneous - 1980		Description
Marlboro	$ 29,710	Music rights of "Magnificant 7"

10051138703

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 9 - Report the names and addresses of all testing laboratories which have conducted tests for tar and nicotine content of any cigarette variety manufactured by the corporation at the request of the corporation during the Calendar Year 1980. Furnish copies of reports of all tests.

No independent testing laboratories conducted tests for tar and nicotine content of any cigarette variety manufactured by the corporation during Calendar Year 1980.

1005138704

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

Item 10 - Furnish copies of reports of all tests for tar and nicotine content of any cigarette varieties manufactured by the corporation conducted in any laboratory operated by the corporation during the Calendar Year 1980.

All such reports are included in the attached "C.I. Reports" numbered 1-80 through 12-80.

100513870S

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

EXPLANATORY STATEMENT REGARDING DATA

The attached listings report data which were excerpted from the Research Center Cigarette Information Reports ("CI" Reports) which are prepared monthly at the Philip Morris Research Center at Richmond, Virginia. The circulation of these reports is restricted to key executives of the Company, and the reports are regarded as highly confidential.

The cigarette samples used are obtained from cigarette wholesale jobbers since this is the first outlet from which cigarette brands can be purchased after leaving the manufacturer. The brands are purchased by the carton since this is the smallest unit that can be purchased from jobber outlets.

It should be noted that the values listed in the CI report may not be the same as those received by consumers. For one reason, the limited number of cigarettes picked up for purposes of this report are not representative of the cigarettes available to consumers throughout the country.

Interpretation of Data

In this report the "FTC tar" values are reported to the nearest 1.0 mg and the nicotine values to the nearest 0.1 mg. In so doing we are following the FTC convention. It must also be emphasized that these values are not intended for disclosure to the public or other laymen.

All values reported are running averages of four monthly test values. Every brand is tested each month for "tar" and nicotine deliveries. Therefore, the running average for these determinations covers a period of four months and is based on at least 288 cigarettes tested.

1005138706

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

SUMMARY OF C.I. REPORT NUMBER 1-80

DATED JANUARY 31, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.1
Saratoga Menthol	14	1.1
100 MM BRANDS		
Benson & Hedges	16	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.2
Benson & Hedges Menthol (Box)	15	1.1
Hi-Lite	12	1.1
Marlboro	16	1.2
Marlboro (Box)	16	1.1
Marlboro Lights	11	0.8
Merit	9	0.8
Merit Menthol	10	0.8
Parliament Lights	11	0.9
P.M. International	16	1.1
P.M. International Menthol	17	1.1
Virginia Slims	15	1.0
Virginia Slims Menthol	15	1.0
Virginia Slims Lights (Box)	9	0.7
Virginia Slims Lights Menthol (Box)	9	0.7
85 MM BRANDS		
Alpine	15	1.0
Benson & Hedges	14	1.3
*English Ovals	28	2.4
Galaxy	14	1.0
Marlboro	16	1.1
Marlboro Menthol	14	0.9
Marlboro Lights	11	0.9
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	11	0.8
Multifilter Menthol	12	0.9
Parliament Lights	9	0.7
*P.M. Commander	25	1.7
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	14	1.0
Parliament Lights	8	0.7
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	21	1.4
*Players	25	1.9

*Non-Filter Brands

1005138707

Source: https://www.industrydocuments.ucsf.edu/docs/snhk0000

SUMMARY OF C.I. REPORT NUMBER 2-80

DATED FEBRUARY 29, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.1
Saratoga Menthol	14	1.1
100 MM BRANDS		
Benson & Hedges	16	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	15	1.1
Hi-Lite	12	1.1
Marlboro	16	1.2
Marlboro (Box)	16	1.1
Marlboro Lights	11	0.8
Merit	9	0.8
Merit Menthol	10	0.8
Parliament Lights	11	0.9
P.M. International	16	1.1
P.M. International Menthol	17	1.1
Virginia Slims	15	1.0
Virginia Slims Menthol	15	1.0
Virginia Slims Lights (Box)	9	0.7
Virginia Slims Lights Menthol (Box)	8	0.7
85 MM BRANDS		
Alpine	14	1.0
Benson & Hedges	14	1.3
*English Ovals	28	2.4
Galaxy	14	1.0
Marlboro	16	1.1
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.8
Merit	8	0.6
Merit Menthol	7	0.6
Multifilter	11	0.8
Multifilter Menthol	12	0.9
Parliament Lights	9	0.7
*P.M. Commander	25	1.7
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	15	1.0
Parliament Lights	8	0.7
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	2.0
*Philip Morris	21	1.4
*Players	25	1.9

*Non-Filter Brands

2005138708

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONFIDENTIAL

SUMMARY OF C.I. REPORT NUMBER 3-80

DATED MARCH 31, 1980

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.1
Saratoga Menthol	14	1.1
100 MM BRANDS		
Benson & Hedges	16	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	15	1.1
Hi-Lite	12	1.1
Marlboro	16	1.2
Marlboro (Box)	16	1.1
Marlboro Lights	11	0.8
Merit	9	0.8
Merit Menthol	10	0.8
Parliament Lights	11	0.9
P.M. International	16	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	1.0
Virginia Slims Menthol	14	1.0
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	8	0.7
85 MM BRANDS		
Alpine	14	0.9
Benson & Hedges	14	1.3
*English Ovals	28	2.4
Galaxy	14	1.0
Marlboro	16	1.1
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.8
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	11	0.8
Multifilter Menthol	12	0.8
Parliament Lights	9	0.7
*P.M. Commander	25	1.7
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	14	1.0
Parliament Lights	8	0.7
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	21	1.4
*Players	25	1.9

*Non-Filter Brands

1005138709

Source: https://www.industrydocuments.ucsf.edu/docs/snmk0000

CONFIDENTIAL

SUMMARY OF C.I. REPORT NUMBER 4-80

DATED APRIL 30, 1980

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.0
Saratoga Menthol	14	1.1
100 MM BRANDS		
Benson & Hedges	16	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	15	1.1
Hi-Lite	12	1.1
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	11	0.8
Merit	9	0.8
Merit Menthol	10	0.8
Parliament Lights	10	0.9
P.M. International	16	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	1.0
Virginia Slims Menthol	15	1.0
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	8	0.7
85 MM BRANDS		
Alpine	14	0.9
Benson & Hedges	14	1.3
*English Ovals	28	2.4
Galaxy	14	0.9
Marlboro	16	1.1
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.9
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	11	0.8
Multifilter Menthol	12	0.8
Parliament Lights	9	0.7
*P.M. Commander	26	1.7
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	14	1.0
Parliament Lights	8	0.7
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	21	1.4
*Players	25	1.9

*Non-Filter Brands

100513810

Source: https://www.industrydocuments.ucsf.edu/docs/snhk0000

SUMMARY OF C.I. REPORT NUMBER 5-80

DATED MAY 31, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.1
Saratoga Menthol	14	1.1
100 MM BRANDS		
Benson & Hedges	16	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	15	1.1
Hi-Lite	12	1.0
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	11	0.8
Merit	9	0.8
Merit Menthol	10	0.8
Parliament Lights	10	0.9
P.M. International	16	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	1.0
Virginia Slims Menthol	15	1.0
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	8	0.7
85 MM BRANDS		
Alpine	14	0.9
Benson & Hedges	14	1.3
*English Ovals	28	2.4
Galaxy	14	0.9
Marlboro	16	1.1
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.8
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	11	0.8
Multifilter Menthol	12	0.9
Parliament Lights	9	0.7
*P.M. Commander	25	1.7
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	15	1.0
Parliament Lights	8	0.6
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	21	1.4
*Players	25	1.9

*Non-Filter Brands

1005138711

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

SUMMARY OF C.I. REPORT NUMBER 6-80

DATED JUNE 30, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.1
Saratoga Menthol	14	1.1
100 MM BRANDS		
Benson & Hedges	16	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	16	1.1
Cambridge	4	0.3
Hi-Lite	12	1.0
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	10	0.8
Merit	9	0.8
Merit Menthol	10	0.8
Parliament Lights	10	0.9
P.M. International	16	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	1.0
Virginia Slims Menthol	15	1.0
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	10	0.7
85 MM BRANDS		
Alpine	14	0.9
Benson & Hedges	14	1.3
Cambridge	1	0.1
Cambridge (Box)	0	0.0
*English Ovals	28	2.4
Galaxy	14	0.9
Marlboro	16	1.0
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.8
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	11	0.8
Multifilter Menthol	12	0.9
Parliament Lights	9	0.7
*P.M. Commander	25	1.7
80 MM BRANDS		
Marlboro	16	1.1
Marlboro Menthol	15	1.0
Parliament Lights	8	0.7
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	21	1.4
*Players	25	1.9

*Non-Filter Brands

2005138712

Source: https://www.industrydocuments.ucsf.edu/docs/smnk0000

SUMMARY OF C.I. REPORT NUMBER 7-80
DATED JULY 31, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.0
Saratoga Menthol	14	1.1
100 MM BRANDS		
Benson & Hedges	16	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	16	1.1
Cambridge	4	0.3
Hi-Lite	12	1.0
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	10	0.8
Merit	10	0.7
Merit Menthol	10	0.8
Parliament Lights	10	0.9
P.M. International	16	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	1.0
Virginia Slims Menthol	14	1.0
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	8	0.7
85 MM BRANDS		
Alpine	14	0.9
Benson & Hedges	14	1.3
Cambridge	1	0.1
Cambridge (Box)	0	0.0
*English Ovals	28	2.4
Galaxy	14	0.9
Marlboro	16	1.0
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.8
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	12	0.8
Multifilter Menthol	12	0.9
Parliament Lights	8	0.7
*P.M. Commander	25	1.7
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	15	1.0
Parliament Lights	8	0.7
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	21	1.4
*Players	25	1.9

*Non-Filter Brands

1005138713

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

SUMMARY OF C.I. REPORT NUMBER 8-80
DATED AUGUST 28, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.1
Saratoga Menthol	14	1.1
100 MM BRANDS		
Benson & Hedges	16	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	11	0.9
Benson & Hedges Menthol	15	1.1
Benson & Hedges Menthol (Box)	15	1.1
Cambridge	4	0.3
Hi-Lite	12	1.0
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	10	0.8
Merit	10	0.7
Merit Menthol	10	0.8
Parliament Lights	10	0.9
P.M. International	15	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	1.0
Virginia Slims Menthol	14	1.0
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	8	0.7
85 MM BRANDS		
Alpine	13	0.9
Benson & Hedges	14	1.3
Cambridge	1	0.1
Cambridge (Box)	0	0.0
*English Ovals	27	2.2
Galaxy	14	0.9
Marlboro	16	1.1
Marlboro Menthol	13	0.9
Marlboro Lights	10	0.8
Merit	7	0.6
Merit Menthol	7	0.6
Multifilter	12	0.8
Multifilter Menthol	12	1.0
Parliament Lights	9	0.7
*P.M. Commander	24	1.7
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	15	1.0
Parliament Lights	9	0.8
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	20	1.4
*Players	25	1.9

*Non-Filter Brands

1005138714

Source: https://www.industrydocuments.ucsf.edu/docs/snmk0000

CONFIDENTIAL

SUMMARY OF C.I. REPORT NUMBER 9-80
DATED SEPTEMBER 30, 1980

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.0
Saratoga Menthol	15	1.0
100 MM BRANDS		
Benson & Hedges	15	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	17	1.1
Cambridge	4	0.3
Hi-Lite	12	1.0
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	10	0.8
Merit	10	0.7
Merit Menthol	10	0.8
Parliament Lights	11	0.9
P.M. International	15	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	1.0
Virginia Slims Menthol	14	1.0
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	8	0.7
85 MM BRANDS		
Alpine	13	0.9
Benson & Hedges	14	1.3
Cambridge	1	0.1
Cambridge (Box)	0	0.0
*English Ovals	27	2.2
Galaxy	14	0.9
Marlboro	16	1.2
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.8
Merit	8	0.6
Merit Menthol	7	0.6
Multifilter	12	0.8
Multifilter Menthol	11	0.8
Parliament Lights	9	0.7
*P.M. Commander	24	1.7
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	15	0.9
Parliament Lights	8	0.7
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	20	1.3
*Players	25	1.9

*Non-Filter Brands

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

SUMMARY OF C.I. REPORT NUMBER 10-80
DATED OCTOBER 31, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	15	1.0
Saratoga Menthol	15	1.0
100 MM BRANDS		
Benson & Hedges	15	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	16	1.1
Cambridge	4	0.3
Hi-Lite	12	1.0
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	11	0.8
Merit	10	0.7
Merit Menthol	10	0.7
Parliament Lights	11	0.8
P.M. International	16	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	1.0
Virginia Slims Menthol	14	0.9
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	8	0.6
85 MM BRANDS		
Alpine	13	0.9
Benson & Hedges	14	1.3
Cambridge	1	0.1
Cambridge (Box)	0	0.0
*English Ovals	27	2.2
Galaxy	14	0.9
Marlboro	16	1.1
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.8
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	12	0.8
Multifilter Menthol	11	0.8
Parliament Lights	9	0.7
*P.M. Commander	24	1.6
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	15	0.9
Parliament Lights	8	0.6
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	20	1.3
*Players	25	1.9

*Non-Filter Brands

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

SUMMARY OF C.I. REPORT NUMBER 11-80
DATED NOVEMBER 26, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	15	1.1
Saratoga Menthol	15	1.0
100 MM BRANDS		
Benson & Hedges	15	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.8
Benson & Hedges Menthol	16	1.1
Benson & Hedges Menthol (Box)	16	1.0
Cambridge	4	0.3
Hi-Lite	12	1.0
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	10	0.8
Merit	10	0.7
Merit Menthol	9	0.7
Parliament Lights	11	0.8
P.M. International	15	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	0.9
Virginia Slims Menthol	15	0.9
Virginia Slims Lights (Box)	8	0.7
Virginia Slims Lights Menthol (Box)	8	0.6
85 MM BRANDS		
Alpine	13	0.9
Benson & Hedges	14	1.3
Cambridge	1	0.1
Cambridge (Box)	0	0.0
*English Ovals	27	2.2
Galaxy	14	0.9
Marlboro	16	1.1
Marlboro Menthol	13	0.9
Marlboro Lights	11	0.8
Marlboro Lights (Box)	11	0.8
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	11	0.8
Multifilter Menthol	11	0.8
Parliament Lights	9	0.7
*P.M. Commander	24	1.6
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	14	1.0
Parliament Lights	8	0.7
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	20	1.4
*Players	25	1.9

*Non-Filter Brands

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

SUMMARY OF C.I. REPORT NUMBER 12-80

DATED DECEMBER 31, 1980

CONFIDENTIAL

120 MM BRANDS	FTC TAR, MG/CIGT.	NICOTINE, MG/CIGT.
Saratoga	14	1.1
Saratoga Menthol	15	1.0
100 MM BRANDS		
Benson & Hedges	15	1.1
Benson & Hedges (Box)	15	1.1
Benson & Hedges Lights	10	0.8
Benson & Hedges Lights Menthol	10	0.7
Benson & Hedges Menthol	16	1.0
Benson & Hedges Menthol (Box)	16	1.0
Cambridge	4	0.3
Hi-Lite	12	1.0
Marlboro	16	1.1
Marlboro (Box)	16	1.1
Marlboro Lights	10	0.8
Merit	10	0.7
Merit Menthol	9	0.7
Parliament Lights	11	0.8
P.M. International	15	1.1
P.M. International Menthol	16	1.1
Virginia Slims	14	0.9
Virginia Slims Menthol	14	0.9
Virginia Slims Lights (Box)	8	0.6
Virginia Slims Lights Menthol (Box)	9	0.6
85 MM BRANDS		
Alpine	13	0.9
Benson & Hedges	14	1.3
Cambridge	1	0.1
Cambridge (Box)	0	0.0
*English Ovals	27	2.2
Galaxy	14	0.9
Marlboro	16	1.1
Marlboro Menthol	14	0.9
Marlboro Lights	11	0.8
Marlboro Lights (Box)	11	0.8
Merit	8	0.6
Merit Menthol	8	0.6
Multifilter	11	0.8
Multifilter Menthol	11	0.8
Parliament Lights	9	0.7
*P.M. Commander	24	1.6
80 MM BRANDS		
Marlboro	16	1.0
Marlboro Menthol	15	1.0
Parliament Lights	9	0.6
70 MM BRANDS		
Benson & Hedges	1	0.1
*English Ovals	22	1.9
*Philip Morris	20	1.4
*Players	25	1.9

*Non-Filter Brands

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

Item 11 - Furnish copies of any other tests, studies, or data upon which the corporation has relied to support any claims or statements in advertising or on cigarette packages made during the Calendar Year 1980, which concern tar or nicotine content to any cigarette variety.

The attached report summarizes the results of consumer research studies conducted by the American Institute of Consumer Opinion, and by O'Brien-Sherwood and Commercial Analysts Inc. which were relied upon by the corporation in support of claims used in the Merit and Merit 100's advertisements. All of these studies were audited by Canter, Achenbaum, Heekin, Inc. No other tests, studies, or data have been relied upon by the corporation to support any claims or statements in advertising or on cigarette packages made during the Calendar Year 1980, which concern tar or nicotine content of any cigarette variety.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

ADDENDUM: THE CONSUMER TESTING OF MERIT 100's

1005138720

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

BACKGROUND TO THE MERIT 100's TESTS

One year ago, Philip Morris Incorporated introduced a remarkable new low tar cigarette—MERIT. Today, MERIT King Size with 'Enriched Flavor'™ tobacco is recognized as the most successful new cigarette in 20 years.

However, some smokers prefer longer length cigarettes. New low tar MERIT 100's now extends the benefits of 'Enriched Flavor' technology to all smokers.

Like MERIT King Size, MERIT 100's were taste-tested by thousands of smokers. The results: *overall, they liked the taste of 12 mg. tar MERIT 100's as much as the higher tar 100mm brands tested.*

To ensure the objectivity of the research, Philip Morris retained the independent marketing counseling firm of Canter, Achenbaum, Heekin Inc. Their opinion of the research program can be found at the end of this booklet.

The purpose of this booklet is to describe the tests, and their results, in detail.

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BRANDS TESTED AGAINST MERIT 100's

While MERIT King Size cigarettes were tested against low tar brands in the 11-15 milligram tar range (as described in the attached booklet), at the time the MERIT 100's tests were conducted there were very few 100 millimeter low tar brands on the market. Therefore, MERIT 100's were tested against eight higher tar 100 millimeter menthol and non-menthol filter brands ranging from 17-19 milligrams tar. (The median tar delivery of all cigarette brands sold in the United States today is approximately 17 to 18 milligrams per cigarette.)

100mm Brands Tested

Non-Menthol Brands	Tar Delivery[1]	Sales Jan.-March '76 (Billions)[2]	% of All 100mm Non-Menthol Filter Sales
Benson & Hedges 100's	18 mg.	3.78	16%
Marlboro 100's	17 mg.	3.30	14%
Pall Mall Filter 100's	19 mg.	2.70	11%
Kent Deluxe 100's	18 mg.	1.94	8%
Tareyton 100's Filter	19 mg.	1.68	7%
Totals		13.40	56%

Menthol Brands	Tar Delivery	Sales Jan.-March '76 (Billions)	% of All 100mm Menthol Filter Sales
Kool's Filter Longs 100's	17 mg.	2.59	20%
Benson & Hedges 100's	18 mg.	2.28	18%
Belair Filter Longs	17 mg.	0.73	6%
Totals		5.60	44%

As the table shows, the five non-menthol brands tested against MERIT 100's accounted for 56% of all 100 millimeter non-menthol cigarettes sold in the United States during the first three months of 1976; the three menthol brands accounted for 44% of all 100 millimeter menthol cigarettes sold in the United States during the same period.

[1] Data derived from the Federal Trade Commission report issued in April 1976. This report contained the most recent FTC data on tar and nicotine deliveries available at the time these tests were conducted. The subsequent FTC Report issued in December 1976 shows that none of the brands tested against MERIT 100's changed by more than 1 mg. tar per cigarette.

[2] Sales data are taken from the First Quarter 1976 Maxwell Report published by Maxwell Associates, a division of Wheat, First Securities Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

METHODOLOGY—MERIT 100's TESTS

The MERIT 100's tests were conducted by the American Institute of Consumer Opinion, an independent private testing organization, in the same manner used for the tests of MERIT Kings, except for the changes necessary because of the different type of cigarette being tested. That is, each panel consisted of smokers who had previously indicated that their regular brand was a 100 millimeter filter cigarette—menthol in the case of the menthol tests, and non-menthol in the non-menthol tests[3] The steps taken to ensure adequate representation according to sex, current brand, and geographic area, and the methods used to obtain the panelist's opinions were the same as are set out on page 5 of our original booklet, which is attached.

Of the 3,800 smokers to whom cigarettes were mailed in these tests, 2,879 participated in the tests. Interviews were completed with 2,464 or 86% of the 2,879 participants. The remaining 921 potential panelists could not participate in the tests because they had never received the cigarettes or had moved, or because they were disqualified by their having switched to a brand outside of the MERIT 100's market segment (e.g., switched to a non-filtered or a king-size cigarette). The participation rate is higher than that normally obtained in similar surveys.

[3] Cigarettes were mailed to 500 smokers for all tests except for the KENT 100's test, where 300 smokers received cigarettes. However, in the latter test the representativeness by sex, brand, and geography was maintained.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

RESULTS OF THE MERIT 100's TESTS

Taste Preference

Participating panelists who had smoked both MERIT 100's and the other brand were asked:

"Did you notice any difference in taste between (Code) cigarettes you tried first, and the cigarettes coded ____ you tried second?"*

Panelists who responded "Yes" to this question were then asked:

"Which cigarette's taste did you like better—that of the cigarette coded ____ or the one coded ____?"

The following table summarizes the results obtained:

MERIT 100's Regular vs. Other 100mm Non-Menthol Filters	Total Smokers In Test	Prefer MERIT 100's Taste	Prefer Other Brand's Taste	No Preference/ No Difference
Benson & Hedges 100's	(356)	40%	45%	15%
Marlboro 100's	(339)	37%	38%	25%
Pall Mall Filter 100's	(342)	40%	42%	18%
Kent Deluxe 100's	(214)	50%*	32%	18%
Tareyton 100's Filter	(327)	42%	34%	24%
Total	(1578)	41%	39%	20%
MERIT 100's Menthol vs. Other 100mm Menthol Filters				
Kool Filter Longs 100's	(289)	44%	41%	15%
Benson & Hedges 100's	(299)	42%	47%	11%
Belair Filter Longs 100's	(295)	55%*	29%	16%
Total	(883)	47%*	39%	14%

*Denotes preferences for MERIT 100's that are statistically significant at the 95% confidence level.

* In each test conducted, one-half of the panelists tried MERIT 100's first and the other brand second, while the remaining one-half tried the other brand first and MERIT 100's second.

1005138724

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

MERIT 100's VS. TRUE 100's TEST

Although MERIT 100's were tested against higher tar brands in order to provide a representative sampling of products in the 100 millimeter menthol and non-menthol categories, a similar test was also conducted between MERIT 100's Regular and TRUE 100's (the only 100 millimeter brand as low in tar as MERIT 100's with any appreciable sales).[5] The table below summarizes the results obtained:

Total Smokers In Test	Prefer MERIT 100's Taste	Prefer TRUE 100's Taste	No Preference/ No Difference
(225)	66%*	21%	13%

*Denotes preference for MERIT 100's that is statistically significant at the 95% confidence level.

[5] At the time these tests were conducted, the tar delivery of TRUE 100's was listed at 12 milligrams tar per cigarette by the Federal Trade Commission report issued April, 1976.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CANTER, ACHENBAUM, HEEKIN INC.
Marketing Counselors

ALVIN A. ACHENBAUM
ARNOLD E. AMSTUTZ
STANLEY D. CANTER
JAMES R. HEEKIN, JR.

27 December 1976

Mr. John T. Landry
Executive Vice President
Director of Marketing
Philip Morris Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Landry:

We found, based on our examination and audit of the research data and their analysis, that the in-use product tests of Merit 100's cigarettes, which were conducted for Philip Morris U.S.A. by the American Institute of Consumer Opinion and described herein, are in conformity with generally accepted research principles and practices. Moreover, they are consistent with standard statistical sampling procedures normally used for such tests.

Alvin A. Achenbaum
Chairman of the Board

1005138726

950 THIRD AVENUE • NEW YORK 10022 • (212) 751-9630

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

THE CONSUMER TESTING OF MERIT CIGARETTES

1005138727

A Report by Philip Morris Incorporated based on consumer research conducted by the American Institute of Consumer Opinion and audited by Canter, Achenbaum, Heekin Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

THE MERIT STORY

Until now, cigarette manufacturers tried to make a good-tasting, low tar cigarette by designing special filters that would somehow filter out "tar" but not taste. The results were only partially successful, because the low tar cigarettes that were developed were generally low in taste and consumer acceptance.

While this was going on, Philip Morris scientists learned how to isolate and identify individual smoke components by pioneering in the fields of gas chromatography and mass spectrometry. Using these combined techniques, key flavor ingredients were identified and reformulated to introduce extraordinary flavor into cigarettes without the usual increase in "tar." This new discovery is called 'Enriched Flavor'™ and it was fundamental in developing the MERIT cigarette.

At only 9 mg. "tar" per cigarette, MERIT is lower than 98% of all cigarettes sold today—both menthol and non-menthol. Yet the tests described in this booklet show that MERIT Regular was perceived by a majority of regular filter smokers to have more taste than the leading low tar brands tested, even those delivering up to 60% more "tar," and that MERIT Menthol was judged by menthol filter smokers to have as much or more taste than the leading low tar menthol brands, even those delivering up to 60% more "tar."

1005138728

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

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Source: https://www.industrydocuments.ucsf.edu/docs/smfk0000

BACKGROUND TO THE TESTS

Philip Morris Incorporated, like most other manufacturers of consumer products, conducts an extensive testing program before marketing a new product. When the 'Enriched Flavor' process was developed, preliminary testing indicated that MERIT had a much better taste than that normally associated with a cigarette so low in "tar." Philip Morris set out to verify these preliminary results with the most extensive consumer testing program it has ever undertaken, to ascertain whether MERIT would be perceived by a large number of smokers of all types of cigarettes as having as much or more taste than cigarettes delivering significantly more "tar."

To ensure the objectivity of the research, Philip Morris retained the independent marketing counseling firm of Canter, Achenbaum, Heekin Inc. Mr. Alvin A. Achenbaum, a well-known authority in the marketing research field, assisted in developing and interpreting the tests in strict accordance with accepted scientific research principles and practices. The opinion of the research program by Mr. Achenbaum's firm can be found at the end of this booklet.

The purpose of this booklet is to describe the tests, and their results, in detail. The following sections list the brands tested against MERIT, explain how and why they were chosen, detail how the tests were conducted and give the test results against each of the brands.

1005138730

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

The median "tar" delivery of the cigarette brands sold in the United States today is approximately 17 to 18 mg. per cigarette. (Actually, "tar" refers to the dry particulate matter in cigarette smoke and has nothing to do with the common meaning of the word tar.) Non-filter cigarettes have the highest "tar" content, often delivering in the high 20's or even over 30 mg. per cigarette. The low tar segment of the cigarette industry is generally considered to consist of brands that deliver 15 mg., or less, of "tar" per cigarette. This is approximately the lower third of the more than 140 varieties of cigarettes available to the American public.

The five best-selling regular and the five best-selling menthol cigarettes in the low tar category (all of which, like MERIT, are king size) deliver between 11 and 15 mg. of "tar" per cigarette[1] or between 20% and 60% more "tar" than MERIT. In the aggregate, they accounted for approximately 69% of all low tar non-menthol cigarettes and 75% of all low tar menthol cigarettes sold in the United States during the first six months of 1975[2]

Low Tar Non-Menthols Tested

Non-Menthol Brands	"Tar" Delivery[1]	Sales Jan.-June 1975 (Billions)[2]	% of Low Tar Non-Menthol Cigarette Sales
Vantage	12 mg.	4.85	22%
Parliament King	15 mg.	3.39	16%
True 85	11 mg.	2.49	11%
Marlboro Lights	12 mg.	2.43	11%
Doral	15 mg.	1.87	9%
Totals	–	15.03	69%

Low Tar Menthols Tested

Menthol Brands	"Tar" Delivery	Sales Jan.-June 1975 (Billions)	% of Low Tar Menthol Cigarette Sales
Belair	15 mg.	3.07	29%
Kool Milds	13 mg.	1.69	16%
True 85	12 mg.	1.23	11%
Doral	13 mg.	1.15	11%
Vantage	11 mg.	0.85	8%
Totals	–	7.99	75%

Approximately half a dozen of the over 140 available cigarette varieties deliver less "tar" than MERIT; but none is a market leader, and only one, Carlton Regular, which delivers 4 mg. of "tar" per cigarette, has any appreciable market share (slightly smaller than Doral Regular)[3]

[1] Data derived from the Federal Trade Commission report issued in April 1976. This report contained the most current FTC data on "tar" and nicotine deliveries available at the time these tests were conducted. The subsequent FTC Report issued in November 1975 shows that none of the brands tested against MERIT changed by more than 1 mg. "tar" per cigarette, and none were lower than 11 mg. or higher than 16 mg.

[2] Sales data are taken from the First and Second Quarter 1975 Maxwell Reports published by Maxwell Associates, a division of Wheat, First Securities Inc.

[3] Although the MERIT tests were conducted against brands higher in "tar" to ascertain the effect of "Enriched Flavor™" in improving the taste of a 9 mg. cigarette, a similar taste test was later conducted between MERIT and Carlton for the sake of completeness. The results are set out later in this booklet.

1005138731

Source: https://www.industrydocuments.ucsf.edu/docs/snmk0000

The tests were conducted by the American Institute of Consumer Opinion, an independent private testing organization. Philip Morris supplied the cigarettes and constructed the test questionnaires and methodology, with the assistance of Mr. Achenbaum. In each of the tests, three packs of MERIT and three packs of the other brand were mailed to a panel of 500 smokers (an aggregate of 5000 smokers) who had previously indicated that their regular brand was a king size filter cigarette—menthol in the case of the menthol tests and non-menthol in the non-menthol tests. Each panel of 500 was constructed in such a way as to be representative of all consumers smoking the appropriate (regular or menthol) type of king size cigarette with respect to sex, current brand, and geographic area, with the exception that no cigarettes were mailed to Alaska, Hawaii, and the twelve states where mail testing of this type is restricted by law.

In each test, MERIT cigarettes and the other brand were packaged in plain white paper packs identified only by code letters and numbers. To avoid bias due to code identification, one half of the MERIT cigarettes were identified with one code (e.g., T-79), and tested against the other brands identified with a second code (e.g., F-26). The other half of the panelists received the two brands with the code identifications reversed. In addition, one half of the panelists in each test were instructed to smoke MERIT first and the other half to smoke MERIT second.

The cigarettes were "masked" so that the brand name could not be identified except in several cases where, because the name extended so far down the cigarette rod, it could not be masked without possibly affecting the smoking characteristics of the cigarette. In order to ensure that no bias resulted when panelists could identify one brand, one of the cigarettes was tested against MERIT both "masked" and identified. The results showed that this did not make a difference.

All panelists were instructed not to smoke any other cigarettes during the test period. Also, to ensure that each panelist was able to recall his or her initial opinion of the cigarettes, a questionnaire was sent with the cigarettes on which to note reactions to each of the test cigarettes as the panelist completed smoking each of the sets.

Beginning about ten days after the samples were mailed, the American Institute of Consumer Opinion attempted to telephone each person on the panel in order to conduct a detailed interview to establish preferences between the test cigarettes. Of the 5000 smokers to whom cigarettes were mailed in these tests, 1430 either had no chance to participate in the test (e.g., never received cigarettes, moved, etc.) or were not qualified to be included in the results by virtue of having switched to a brand outside of MERIT's target segment (e.g., switched to a non-filtered or 100 mm cigarette). Interviews were completed with 2972 of the remaining 3570 qualified smokers for a participation rate of 83%. This is higher than that normally obtained in similar surveys.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

The brands regularly smoked by the 2972 panelists were almost in direct proportion to the shares of market these brands have in the marketplace, as indicated below:

Comparison of Panelists' Brands and Sales
of King size Non-menthol Filter Cigarette Brands

Brand and Type	Panelists' Regular Brand of Cigarettes	January-June 1975 Sales*
Base: Total in Non-Menthol Tests	(1633)	
	%	%
Marlboro 80/85	27.3	27.8
Winston 80/85	23.4	26.7
Kent King	7.5	7.2
Viceroy King	5.2	4.7
Tareyton Filter King	4.0	4.4
Vantage	5.1	3.8
Raleigh King	3.6	3.4
L&M King	3.1	3.3
Parliament King	3.0	2.7
Camel Filter	1.9	2.3
True King	1.8	2.0
Marlboro Lights	2.5	1.9
Lark King	2.2	1.5
Doral	2.0	1.5
Old Gold Filter King	1.9	1.5
Carlton	1.5	1.3
Winston Lights	1.9	1.2
Multifilter	1.0	0.8
Lucky Tens	—	0.5
Raleigh Milds	0.2	0.3
Pall Mall Mild	0.5	0.3
Viceroy Milds	0.1	0.3
All Others	0.2	0.6

Comparison of Panelists' Brands and Sales
of King size Menthol Filter Cigarette Brands

	Panelists' Regular Brand of Cigarettes	January-June 1975 Sales*
Base: Total in Menthol Tests	(1339)	
	%	%
Kool/Kool Milds	43.0	46.5
Salem	32.6	32.9
Belair	7.4	5.9
Newport	4.6	4.7
True	3.7	2.4
Doral	2.4	2.2
Alpine	2.2	1.3
Vantage	2.1	1.6
Marlboro Green	0.9	1.1
Carlton	1.0	0.8
Montclair	—	0.4
Multifilter	0.1	0.2
All Others	—	—

Among the panelists, 89% of the regular smokers and 87% of the menthol smokers reported that they have tried at least one low tar brand at one time or another.

*Sales data are taken from the First and Second Quarter 1975 Maxwell Reports published by Maxwell Associates, a division of Wheat, First Securities Inc. Since these reports provide combined sales data for Carlton Regular and Menthol, the sales breakdown was estimated on the basis of 80% regular and 20% menthol.

1005138733

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

RESULTS OF THE MERIT TESTS

A. Comparative Taste Levels

After it was established that they had smoked both MERIT and the other brand, the participating panelists were asked:

> "Did you notice any difference in taste between the (Code) cigarettes you tried first and the cigarettes coded_____ you tried second?"[1]

If the panelists responded "Yes" to this question, they were then asked:

> "Which cigarette has the *most taste*, the one you smoked first coded_____or the one you tried second coded_____?"

The table below summarizes the results obtained:

MERIT Regular vs. Other Low Tar Non-Menthols	Total Smokers In Test	MERIT Has Most Taste	Other Brand Has Most Taste	No Difference
Vantage	(328)	51%*	35%	14%
Parliament King	(344)	53%*	32%	15%
True 85	(325)	57%*	35%	8%
Marlboro Lights	(309)	54%*	31%	15%
Doral	(326)	54%*	32%	14%
Total	(1632)	54%*	33%	13%
MERIT Menthol vs. Other Low Tar Menthols				
Belair	(252)	46%	46%	8%
Kool Milds	(276)	42%	43%	15%
True 85	(302)	52%	42%	6%
Doral	(255)	51%*	34%	15%
Vantage	(253)	58%*	30%	12%
Total	(1338)	50%*	39%	11%

*Denotes preferences for MERIT that are statistically significant at the 95% confidence level.

[1] In each test one half of the panelists tried MERIT first and the other brand second, while the remaining half tried the other cigarette first and MERIT second.

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Source: https://www.industrydocuments.ucsf.edu/docs/snhk0000

B. Taste Preference

The participating panelists were then asked:

"Which cigarette's taste did you like better—that of the cigarette coded_____or the one coded_____?"

The table below summarizes the results obtained.

MERIT Regular vs. Other Low Tar Non-Menthols	Total Smokers In Test	Prefer MERIT's Taste	Prefer Other Brand's Taste	No Preference/ No Difference
Vantage	(328)	49%*	34%	17%
Parliament King	(344)	52%*	32%	16%
True 85	(325)	69%*	20%	11%
Marlboro Lights	(309)	49%*	34%	17%
Doral	(326)	53%*	31%	16%
Total	(1632)	54%*	30%	15%
MERIT Menthol vs. Other Low Tar Menthols				
Belair	(252)	49%	40%	11%
Kool Milds	(276)	41%	42%	17%
True 85	(302)	67%*	24%	9%
Doral	(255)	49%*	34%	17%
Vantage	(253)	54%*	32%	14%
Total	(1338)	52%*	34%	13%

*Denotes preferences for MERIT that are statistically significant at the 95% confidence level.

¶In each test conducted, one half of the panelists tried MERIT first and the other brand second, while the remaining half tried the other cigarette first and MERIT second.

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Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

C. Overall Cigarette Preference

The participating panelists were also asked:

"Which of the test cigarettes did you like better—the (Code) cigarettes you tried first, or the cigarettes coded _____ you tried second?"[7]

The table below summarizes the results obtained.

MERIT Regular vs. Other Low Tar Non-Menthols	Total Smokers In Test	Prefer MERIT	Prefer Other Brand	No Preference
Vantage	(328)	55%*	36%	9%
Parliament King	(345)	56%*	35%	9%
True 85	(325)	70%*	22%	8%
Marlboro Lights	(309)	51%*	38%	11%
Doral	(326)	58%*	36%	6%
Total	(16331)	58%*	33%	9%
MERIT Menthol vs. Other Low Tar Menthols				
Belair	(253)	50%	43%	7%
Kool Milds	(276)	47%	47%	6%
True 85	(302)	70%*	25%	5%
Doral	(255)	55%*	38%	7%
Vantage	(253)	57%*	37%	6%
Total	(1339)	56%*	38%	6%

*Denotes preferences for MERIT that are statistically significant at the 95% confidence level.

[7] In each test one half of the panelists tried MERIT first and the other brand second, while the remaining half tried the other cigarette first and MERIT second.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

D. Subsequent Test

As indicated in Footnote #3, MERIT was subsequently tested against non-menthol Carlton, the largest selling brand lower in "tar" than MERIT. The table below summarizes the results obtained in the test.*

Total Smokers In Test	MERIT Has Most Taste	Carlton Has Most Taste	No Difference
(316)	82%*	12%	6%
	Prefer MERIT's Taste	Prefer Carlton's Taste	No Preference/ No Difference
(316)	78%*	10%	11%
	Prefer MERIT	Prefer Carlton	No Preference
(316)	79%*	13%	8%

*Denotes preferences for MERIT that are statistically significant at the 95% confidence level.

*The methodology and questions asked were the same as in the other ten tests.

1005138737

Source: https://www.industrydocuments.ucsf.edu/docs/snmk0000

CANTER, ACHENBAUM, HEEKIN INC.
Marketing Counselors

ALVIN A. ACHENBAUM
STANLEY D. CANTER
JAMES R. HEEKIN, JR.

28 December 1975

Mr. John T. Landry
Executive Vice President
Director of Marketing
Philip Morris Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Landry:

The research (in-use product tests of Merit cigarettes) described herein, which was conducted by the American Institute of Consumer Opinion for Philip Morris U.S.A., based on our examination and audit of the data and its analysis, is in conformity with generally accepted research principles and practices and consistent with standard statistical sampling procedures.

Alvin A. Achenbaum

Alvin A. Achenbaum
Chairman of the Board

747 THIRD AVENUE - NEW YORK 10017 - (212) 751-9640

1005138738

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CONSUMER EVALUATIONS

OF MERIT CIGARETTES

A Report by Philip Morris Incorporated based on research conducted by O'Brien-Sherwood Associates and Commercial Analysts Inc. and audited by Canter, Achenbaum, Heekin Inc.

1005138739

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

BACKGROUND TO THE TESTS

Before Philip Morris Incorporated introduced Merit Kings and Merit 100's cigarettes, an extensive product testing program was undertaken. This led to the conclusion that Merit had a much better taste than is normally associated with a cigarette so low in "tar".

Since Merit was introduced, many new low tar brands have come along, all promising "good taste". With all the new choices, new promises and new talk confronting smokers, the makers of Merit undertook a massive new research program in January, 1978. The results of these studies provided even more evidence that low tar Merit is a real alternative for high tar smokers.

The research involved a complete spectrum of smokers from both high and low tar backgrounds. It was conducted nationwide, and in two parts:

1. A nationwide taste-test comparison against leading high tar cigarettes. ("Study I")

2. Detailed interviews with current Merit smokers from all over the U.S. ("Study II")

To ensure the objectivity of the research, Philip Morris retained the independent marketing counselling firm of Canter, Achenbaum, Heekin Inc. Mr. Alvin Achenbaum, a partner in the firm, and a well-known authority in the marketing research field, assisted in developing and interpreting the tests in accordance with accepted research principles and practices.

The opinion of the research program by Mr. Achenbaum's firm can be found at the end of this booklet.

Following are the results of these studies.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY I
BLIND PRODUCT TESTING

BRANDS TESTED AGAINST MERIT

Merit is available in two sizes and two flavors, specifically:

Merit Variety	FTC "Tar" [1]
Filter King	8 mg.
Menthol King	8 mg.
Filter 100's	11 mg. [2]
Menthol 100's	11 mg. [2]

For this test, each Merit packing was tested against the two best-selling brands of comparable size and flavor which could have the brand name blinded. All brand names were blinded in order to eliminate bias in the results.

The leading brands in each category, together with information about their sales, are as follows:

Filter Kings	1977 Sales (Billions)	% of Type	FTC "Tar" [1]
Marlboro	71.96	27.4	17 mg.
Winston	57.70	22.0	19 mg.
		49.4	

Filter 100's	1977 Sales (Billions)	% of Type	FTC "Tar" [1]
Winston 100's*	16.95	16.7	19 mg.
Marlboro 100's	14.79	14.7	17 mg.
B&H 100's	14.09	13.8	17 mg.
		45.2	

Menthol Kings			
Kool	41.81	37.9	17 mg.
Salem	26.00	23.6	18 mg.
		61.5	

Menthol 100's	1977 Sales (Billions)	% of Type	FTC "Tar" [1]
Salem 100's*	13.65	24.3	18 mg.
Kool 100's	10.46	18.6	18 mg.
B&H 100's	9.09	16.2	17 mg.
		59.1	

* Winston Filter 100's and Salem Menthol 100's cannot be blinded without altering their taste. Accordingly, they were not used in the test.

The pairings were as follows:

Smokers of	Were Given	And, for comparison
Filter Kings	Merit Filter Kings	either Marlboro Filter King or Winston Filter King
Menthol Kings	Merit Menthol Kings	either Kool King or Salem King
Filter 100's & 120's	Merit Filter 100's	either Marlboro Filter 100's or B&H 100's Filter
Menthol 100's & 120's	Merit Menthol 100's	either Kool 100's or B&H 100's Menthol

1 Data derived from the Federal Trade Commission report issued in August 1977. This report contains the most current FTC data on "tar" and nicotine deliveries.

2 Figures were obtained using approved FTC method, since Merit 100's were not included in the most current FTC report.

3 Based on 1977 data provided in "The Maxwell Report: Revised 1977 Year-End Sales Estimates for the Cigarette Industry" dated March 9, 1978. © Morgan Stanley & Co. Incorporated.

1005138741

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

METHOD

The blind product tests were conducted and the results tabulated by O'Brien-Sherwood Associates, an independent private research organization. Philip Morris supplied the cigarettes and with the advice and consultation of Mr. Achenbaum constructed the test questionnaire.

Filter smokers were selected at random in shopping malls in 25 markets dispersed around the U.S.A. (see list on next page). The interviewers were not told the name of the sponsor or the objective of the tests. They were instructed to interview every available smoker of filter cigarettes between the ages of 18 and 55, with half being men and half being women. For each of the smokers, the name, flavor and size of their regular brand was established so that they could be given the comparable type of cigarette as shown on the previous page.

Each person was escorted to a private interviewing room and was offered two brands of cigarettes from plain white packs, with no brand identification -- only code letters. The individual cigarettes also had no brand identification. All competitive cigarettes were bought in the marketplace.

The smokers were invited to smoke as many of the two brands of cigarettes as they wished before answering a series of questions.

All interviews were rotated in order to eliminate position bias. That is, one-half of the panelists tried Merit first and the other brand second, while the remaining half tried the other cigarette first and Merit second. Furthermore, in alternate cases, the full flavor brand given for comparison was the one listed in the third column on the preceding page and in the succeeding case, it was chosen from the fourth column. A total of 3101 smokers completed this procedure.

1005138742

Source: https://www.industrydocuments.ucsf.edu/docs/snmk0000

INTERVIEWING LOCATIONS FOR BLIND PRODUCT TESTING

Phoenix, Arizona
Los Angeles, California
Sacramento, California
Denver, Colorado
Danbury, Connecticut
Tampa, Florida
Atlanta, Georgia
Chicago, Illinois
Indianapolis, Indiana
Kansas City, Kansas
New Orleans, Louisiana
Chicopee, Massachusetts
Framingham, Massachusetts
Detroit, Michigan
Buffalo, New York
New York, New York
Cincinnati, Ohio
Cleveland, Ohio
Oklahoma City, Oklahoma
Pittsburgh, Pennsylvania
Memphis, Tennessee
Nashville, Tennessee
Dallas, Texas
Houston, Texas
Seattle, Washington

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

REPRESENTATIVENESS OF TESTERS' REGULAR BRANDS

It should be noted that the 25 markets covered in the blind product test were selected from among the largest in the country. Thus they represent the bulk of the population of the country. The smoker sample brand shares match the national brand share (sales volume) data very closely.

	Testers' Regular Brands	National * Maxwell 1977
N =	3101	
	%	%
Marlboro	18.9	17.9
Winston	14.0	16.3
Kool	9.1	11.0
Salem	8.1	10.0
B&H	5.9	4.5
Kent	5.7	5.6
Vantage	3.8	3.2
Merit	3.5	2.6
Tareyton	2.7	2.6
Virginia Slims	2.6	1.8
True	2.2	2.0
Pall Mall	2.2	2.0
Newport	2.0	1.4
Viceroy	1.9	2.4
Raleigh	1.9	2.1
Parliament	1.6	1.6
Belair	1.6	1.6
L&M	1.5	1.7
Carlton	1.5	1.5
More	1.5	1.1
Camel	1.2	1.2
Lark	1.0	0.8
Doral	0.9	0.8
Real	0.9	0.4
Silva Thins	0.5	0.4
Saratoga	0.5	0.4
Now	0.5	0.4
Misc.	2.4	2.7
	100.0	100.0

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* All filters combined. Based on "The Maxwell Report: Revised 1977 Year-End Sales Estimates for the Cigarette Industry" dated March 9, 1978 © Morgan Stanley & Co. Incorporated.

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

RESULTS OF THE BLIND PRODUCT TEST

A. Taste Comparison

After the smoker had smoked Merit and the other brand as much as he or she wished, each was asked: "Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette (insert code letter) compares to the second one. Is the first cigarette . . .?"

The table summarizes the results obtained:

Compared to high tar brand, Merit is:		Smokers of				
		Total Smokers	High Tars	Low Tars	100's	Menthols
	N =	3101	1974	1127	1103	959
		%	%	%	%	%
Much better tasting		25	23	29	24	31
Somewhat better tasting		27	26	28	27	27
About the same in taste		14	14	14	13	11
Somewhat worse		20	22	17	22	17
Much worse tasting		13	14	11	13	14

The data indicate that Merit cigarettes were considered to taste as good as or better than the brands against which they were tested by a majority (66%) of smokers. Only a third of the smokers tested thought Merit did not taste as good as the other brands.

If this test were repeated 100 times, this result, showing Merit's advantage, would show up, statistically speaking, in 99 cases.

Similar findings were found with respect to smokers of high tar, low tar, 100's and menthol brand cigarettes.

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Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

B. Smoking Satisfaction

This table summarizes the results of asking:
"What do you think of the smoking satisfaction that cigarette _____ (blind Merit) delivers?"

	Smokers of				
	Total Smokers	High Tars	Low Tars	100's	Menthols
N =	3101	1974	1127	1103	959
	%	%	%	%	%
Very satisfying	15	14	16	17	18
Satisfying	48	46	50	46	48
Neither satisfying nor dissatisfying	19	20	18	18	18
Dissatisfying	13	14	12	13	11
Very dissatisfying	5	6	4	6	5

The data indicate that over 60% of all smokers tested found Merit cigarettes satisfying. This compared with fewer than 20% who found them less than satisfying -- a three to one difference. Statistically speaking, if the test were repeated 100 times, a similar result would occur in 99 cases.

This finding also held true for smokers of high tar, low tar, 100's and menthol brand cigarettes.

1005138746

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY II
INTERVIEWS WITH MERIT SMOKERS

METHOD

This research program was undertaken in order to learn the reactions to Merit by current smokers of the brand. In order to obtain the names and addresses of Merit smokers, members of the Philip Morris sales force inserted business reply post-cards in cartons of Merit at retail locations all across the country. After the card was received, a telephone call was placed to the household address, and in those cases where a current Merit smoker was found, an interview was undertaken. The interviewing was handled by Commercial Analysts Inc., an independent research organization using centralized telephone facilities in New York City.

In this manner, 2014 Merit smokers were interviewed. The interviews covered all 48 contiguous states in proportion to Merit sales in those states. Of those, 1923 smokers had previously smoked some other brand on a regular basis, and thus could make comparisons with that other brand where called for.

RESULTS OF MERIT INTERVIEWS

A. Switching

The table shows the results of asking: "Since you switched to Merit have you stayed with it steadily or have you switched around to other brands?"

		TOTAL	Formerly Smoked A Full Flavor Brand
Merit smokers	N =	2014	1552
		%	%
Stayed with Merit		88.4	89.2
Switched around to other brands		10.8	10.6
Don't know/no answer		0.8	0.2
		100.0	100.0

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Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

B. Ease of Switching

This table shows the results of asking: "Was it easy to switch to Merit from your former brand?"

Merit smokers who had a regular brand before Merit	TOTAL	Formerly Smoked A Full Flavor Brand
	N = 1923	1552
	%	%
Yes, it was an easy switch	86.6	85.2
No, it was not	12.7	14.0
Don't know/no answer	0.7	0.8
	100.0	100.0

C. Missing Former Brand

This table shows the results of asking: "Do you miss your former brand?"

Merit smokers who had a regular brand before Merit	TOTAL	Formerly Smoked A Full Flavor Brand
	N = 1923	1552
	%	%
No	93.0	92.6
Yes	6.0	6.3
Don't know/no answer	1.0	1.1
	100.0	100.0

1005138748

Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000

CANTER, ACHENBAUM, HEEKIN INC.
Marketing Counselors

ALVIN A. ACHENBAUM
STANLEY D. CANTER
JAMES R. HEEKIN, JR.
FRED L. LEMONT
ROBERT A. WACHSLER

15 April 1978

Mr. John T. Landry
Executive Vice President
Director of Marketing
Philip Morris Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Landry:

The research data and analyses of the two studies described herein, which were conducted for Philip Morris U.S.A. by O'Brien-Sherwood Associates and the Commercial Analysts Company, were examined and audited by Canter, Achenbaum, Heekin Inc.

We found that both were conducted in conformity with generally accepted research principles and practices in the field. Moreover, they are consistent with standard statistical sampling procedures normally used for such research.

Alvin A. Achenbaum
Chairman of the Board

1005138749

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

1979
CONSUMER EVALUATIONS OF MERIT CIGARETTES

1005138750

A Report by Philip Morris Incorporated based on research conducted by O'Brien-Sherwood Associates and Central Telephone Interviewing System and audited by Canter, Achenbaum, Heekin Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

THE MERIT STORY

Cigarette manufacturers have continually tried to make a low tar cigarette that could match the better tasting high tar cigarettes in flavor. No one has been as successful at accomplishing this as Philip Morris.

Philip Morris scientists learned how to isolate and identify individual smoke components by pioneering in the fields of gas chromatography and mass spectrometry. Using these combined techniques, they identified key flavor ingredients and reformulated the blend to introduce extraordinary flavor into cigarettes without the usual increase in "tar." This discovery was called 'Enriched Flavor,'™ and it was fundamental in the development of the Merit cigarette.

First introduced in 1976, Merit has repeatedly proven through extensive consumer testing that it can match the taste of high tar cigarettes and also provide long-term satisfaction, even to former smokers of high tar brands.

2005138751

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

BACKGROUND TO THE TESTS

Since Merit was introduced in 1976, many new low tar brands have come along making claims similar to Merit, but without the supportive research continually conducted and reported on by Philip Morris Incorporated, the makers of Merit cigarettes. This research began even before Merit was nationally introduced: in 1975 Philip Morris engaged in the most extensive consumer testing program it had ever undertaken. The results showed Merit to deliver much better taste than is normally associated with a cigarette so low in "tar." Similar research was also conducted prior to the introduction of the 100's version of Merit in 1977, with like results.

In 1978, Philip Morris undertook a comprehensive new research program which provided even more evidence that Merit is a taste alternative to high tar cigarettes.

Philip Morris commissioned another comprehensive nationwide research program in March-April 1979. The findings of this research program are presented in this booklet.

The research involved a complete spectrum of filter cigarette smokers. It was conducted nationwide, and in two parts:

1. A nationwide taste-test comparison against leading high tar cigarettes ("Study I").
2. Detailed interviews with current Merit smokers from all over the U.S. ("Study II").

To ensure the objectivity of the research, Philip Morris retained the independent marketing counseling firm of Canter, Achenbaum, Heekin Inc. Mr. Alvin Achenbaum, a partner in the firm, and a well-known authority in the marketing research field, assisted in developing and interpreting the tests in accordance with accepted research principles and practices.

The opinion of the research program by Mr. Achenbaum's firm can be found at the end of this booklet.

Following is a detailed description of the studies, and their results.

1005138752

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY I
BLIND PRODUCT TESTING

BRANDS TESTED AGAINST MERIT

Merit is available in two sizes and two flavors, specifically:

Merit Variety	FTC "Tar"[2]
Filter King	8 mg
Menthol King	8 mg
Filter 100's	11 mg
Menthol 100's	11 mg

For this test, each Merit packing was tested against the two best-selling comparable brands whose brand name could be "blinded." All brand names were "blinded" in order to eliminate bias in the results.

The leading brands in each category, together with information about their sales, are as follows:

BEST-SELLING BRANDS BY CATEGORY

	1978 Sales (billions)[1]	% of Type	FTC Tar Content[2]
Filter Kings			
Marlboro	72.32	28.5	17 mg
Winston	51.35	20.3	20 mg
Menthol Kings			
Kool	39.20	36.1	17 mg
Salem	23.10	21.3	16 mg
Filter 100's			
Winston 100's*	15.15	12.8	19 mg
Marlboro 100's	15.00	12.7	18 mg.
Benson & Hedges 100's	11.49	9.7	17 mg
Menthol 100's			
Salem 100's*	12.65	19.8	19 mg
Kool 100's	9.94	15.5	18 mg
Benson & Hedges 100's	7.66	12.0	17 mg

*Winston Filter 100's and Salem Menthol 100's cannot be blinded without altering their taste and therefore were not used in the test.

[1]Based on 1978 data provided in "The Maxwell Report: Revised 1978 Year-End Sales Estimates for the Cigarette Industry" dated February 10, 1979; © Lehman Bros., Kuhn, Loeb Inc. 1979.

[2]Based on the Federal Trade Commission Report issued in May 1978. This report contained the most current FTC data available at the time of the research and the writing of this study.

1005138753

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY I
BLIND PRODUCT TESTING

METHODOLOGY

The blind product tests were conducted and the results tabulated by O'Brien-Sherwood Associates, an independent private research organization. Philip Morris supplied the cigarettes and, with the advice and consultation of Mr. Achenbaum, constructed the test questionnaire.

Filter smokers were selected at random in shopping malls in 25 markets dispersed around the United States (see list on next page). The interviewers were not told the name of the sponsor or the objective of the tests. They were instructed to interview every available smoker of filter cigarettes between the ages of 18 to 55, with half to be men and half to be women. The name, flavor and size of the smoker's regular brand was determined so that he/she could be given the comparable type of cigarette as shown below.

Each person was escorted to a private interviewing room and was offered two brands of cigarettes (one of which was Merit) from plain white packs, with no brand identification—only code letters. The individual cigarettes also had no brand identification to ensure that no bias resulted from knowledge of what brands were being tested. All competitive cigarettes were bought in the marketplace.

The smokers were invited to smoke as many cigarettes of the two brands as they wished, before answering a series of questions.

All interviews were rotated in order to eliminate position bias. That is, one-half of the panelists smoked Merit first and the other brand second, while the remaining half smoked the other cigarette first and Merit second. Furthermore, in alternate cases, the full flavor brand given for comparison was the one listed in the third column below and in the succeeding case, it was chosen from the fourth column. A total of 3,115 smokers completed this procedure.

Smokers of	Were Given	And, for comparison	
Filter Kings	Merit Filter Kings	either Marlboro Filter King	or Winston Filter King
Menthol Kings	Merit Menthol Kings	either Kool King	or Salem King
Filter 100's & 120's	Merit Filter 100's	either Marlboro Filter 100's	or Benson & Hedges 100's Filter
Menthol 100's & 120's	Merit Menthol 100's	either Kool 100's	or Benson & Hedges 100's Menthol

1005138254

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY I
BLIND PRODUCT TESTING

INTERVIEWING LOCATIONS

Phoenix, Arizona
Sacramento, California
Torrance, California (Los Angeles)
Denver, Colorado
Trumbull, Connecticut
Tampa, Florida
Atlanta, Georgia
Chicago, Illinois
Indianapolis, Indiana
New Orleans, Louisiana
Framingham, Massachusetts
Quincy, Massachusetts
Southfield, Michigan (Detroit)
Kansas City, Missouri
Buffalo, New York
Hicksville, New York
Cincinnati, Ohio
Cleveland, Ohio
Oklahoma City, Oklahoma
Glenshaw, Pennsylvania (Pittsburgh)
Memphis, Tennessee
Nashville, Tennessee
Dallas, Texas
Houston, Texas
Seattle, Washington

COMPOSITION OF THE SAMPLE OF PEOPLE INTERVIEWED

The demographics of the participants in this study are similar to those of the total smoking universe.

	Sample N = 3,115	All Smokers[1]
	%	%
Male	50	51
Female	50	49
18-35	50	55
36-55	50	45
White	91	85
Black	8	10
Other	1	5

[1] This data based on a national random sampling of U.S. adults (age 18 and over) conducted between February 2 and March 9, 1979, by the Commercial Analysts Company, an independent research organization. This study included information on 6,959 smokers.

1005138755

Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY I
BLIND PRODUCT TESTING

REPRESENTATIVENESS OF TESTERS' REGULAR BRAND

It should be noted that the 25 markets covered in the blind product test were selected from among the largest in the country and they represent the bulk of the population of America. The smoker sample brand shares match the national brand share data closely.

	Testers' Regular Brands N=3115 %	National Maxwell 1st Qtr. 1979* %
Marlboro	19.2	18.7
Winston	13.1	14.8
Salem	8.9	9.3
Kool	8.3	10.2
B & H	6.7	5.1
Merit	4.2	3.8
Vantage	3.1	3.5
Carlton	3.0	2.5
Kent	3.0	3.3
Virginia Slims	2.6	1.7
Golden Lights	2.5	2.6
True	2.5	2.2
Tareyton	2.1	2.3
Newport	2.0	1.7
Camel	1.9	2.0
Viceroy	1.8	2.2
More	1.8	1.2
Pall Mall	1.6	1.6
Raleigh	1.5	1.9
Parliament	1.4	1.4
Belair	1.3	1.5
L & M	1.3	1.5
Lark	1.2	0.7
Doral	0.9	1.0
Real	0.7	0.4
Saratoga	0.5	0.4
Misc.	2.9	2.5
Total	100.0%	100.0%

*% of total filter cigarettes. Based on "The Maxwell Report: 1st Qtr. 1979 Sales Estimates for the Cigarette Industry" dated April 27, 1979; ©Lehman Brothers, Kuhn, Loeb Inc. 1979.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY I
RESULTS OF THE BLIND PRODUCT TEST

A. Taste Comparison

After the smoker had smoked Merit and the other brand as much as he or she wished, each was asked, "Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette (insert code letter), compares to the second one. Is the first cigarette . . . ?"

The table summarizes the results obtained:

			Smokers of		
	Total Smokers	Plain Filter	Menthols	Kings	100's
	N = 3,115	2,119	996	1,790	1,325
Compared to "other" brand Merit is:	%	%	%	%	%
Much better tasting	21	18	26	22	20
Somewhat better tasting	27 63%	28	27	28	27
About the same in taste	15	17	12	14	17
Somewhat worse tasting	23	24	20	23	22
Much worse tasting	14 37%	13	15	13	14

The data indicates that Merit cigarettes were considered by a majority (63%) of smokers to taste as good as, or better than, the brands against which they were tested. Only 37% of the smokers tested thought Merit did not taste as good as the other brands.

The findings were essentially the same whether the people tested were smokers of plain filters, menthols, kings or 100's.

Statistically speaking, if the test were repeated 100 times, a similar result would occur in 99 cases.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

B. Preference

The respondents were told, "This cigarette _____ (code number for 'other' brand) is a high tar cigarette with twice* the tar than the other one _____ (code number for Merit), which is a low tar cigarette." They were then asked, "Considering everything, which would you prefer to smoke?"

The table summerizes the results obtained:

		Smokers of			
	Total Smokers	Plain Filter	Menthols	Kings	100's
	N = 3,115	2,119	996	1,790	1,325
Considering everything:	%	%	%	%	%
Prefer low tar cigarette (Merit)	72	71	73	71	73
Prefer high tar cigarette ("other" brand)	24	25	22	25	22
No Preference	4	4	5	4	5

The data indicates that 72% of all smokers tested preferred the low tar cigarette (Merit) over the high tar cigarettes. Only 24% of the respondents preferred the high tar cigarette—a three to one difference.

The findings were essentially the same whether the people tested were smokers of plain filters, menthols, kings or 100's.

Statistically speaking, if the test were repeated 100 times, a similar result would occur in 99 cases.

*The statement as shown above was used when interviewing filter king (plain and menthol) smokers. For 100's smokers the statement read, "This cigarette _____ (code number for 'other' brand) is a high tar cigarette with over 35% more tar than the other one _____ (code number for Merit), which is a low tar cigarette."

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

C. Satisfaction

This table summarizes the results of asking: "What do you think of the smoking satisfaction that cigarette_____(code number for Merit) delivers? Is it . . .?"

	Total Smokers	Smokers of Plain Filter	Menthols	Kings	100's
	N=3,115	2,119	996	1,790	1,325
	%	%	%	%	%
Very satisfying	14	12	16	13	15
Satisfying	47 } 61%	46	48	47	46
Neither satisfying nor dissatisfying	20	22	19	21	21
Dissatisfying	13	15	11	13	13
Very dissatisfying	6 } 19%	5	6	6	5

The data indicates that over 60% of all smokers tested found Merit cigarettes satisfying. This compared with fewer than 20% who found them less than satisfying—a three to one difference.

The findings were essentially the same whether the people tested were smokers of plain filters, menthols, kings or 100's.

Statistically speaking, if the test were repeated 100 times, a similar result would occur in 99 cases.

D. Taste Delivery vs. Expectation

This table summarizes the results of asking: "What do you think of the taste of this low tar cigarette (code number for Merit)? Is it . . .?"

	Total Smokers	Smokers of Plain Filter	Menthols	Kings	100's
	N=3,115	2,119	996	1,790	1,325
	%	%	%	%	%
Much better than expected	17	16	18	16	19
Better than expected	34 } 51%	33	35	34	34
About as expected	36	38	34	37	34
Worse than expected	10	10	10	10	10
Much worse than expected	3 } 13%	3	3	3	3

The data indicates that over half (51%) of all smokers tested found Merit's taste to be better than they expected. This compares with only 13% who found them to be not as good as expected—almost a 4 to 1 difference.

The findings were essentially the same whether the people tested were smokers of plain filters, menthols, kings or 100's.

Statistically speaking, if the test were repeated 100 times, a similar result would occur in 99 cases.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY II
INTERVIEWS WITH MERIT SMOKERS

METHODOLOGY

This study was undertaken in order to obtain the reactions to Merit by current smokers of the brand. In order to obtain the names and addresses of Merit smokers, business reply postcards were inserted in cartons of Merit at retail locations all across the country. As the cards were received, telephone calls were placed to the households' addresses and, in those cases where a current Merit smoker was found, an interview was undertaken. The interviews were conducted by Central Telephone Interviewing System, an independent research organization using centralized telephone facilities in New York City.

In this manner, 2,109 Merit smokers nationwide were interviewed. Out of this group, 2,001 had previously smoked some other brand on a regular basis and thus could make comparisons. As detailed on the following page, more than 80% of the respondents had smoked Merit for at least one year. The distribution of the respondents by state is also shown on the following page.

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY II
INTERVIEWS WITH MERIT SMOKERS

DISTRIBUTION OF RESPONDENTS BY STATE

State	% of Total Respondents	% of Total US Pop.	State	% of Total Respondents	% of Total US Pop.
Alabama	1.2	1.7	Montana	.3	.4
Alaska	.1	.2	Nebraska	1.1	.7
Arizona	.8	1.1	Nevada	.2	.3
Arkansas	1.2	1.0	New Hampshire	.7	.4
California	5.2	10.0	New Jersey	2.5	3.4
Colorado	.8	1.2	New Mexico	.4	.6
Connecticut	1.3	1.4	New York	5.9	8.4
Delaware	.4	.3	North Carolina	4.6	2.6
District of Columbia	.1	.3	North Dakota	.5	.3
Florida	4.9	4.0	Ohio	7.0	5.0
Georgia	2.4	2.3	Oklahoma	1.3	1.3
Hawaii	0	.4	Oregon	.4	1.1
Idaho	.1	.4	Pennsylvania	5.6	5.5
Illinois	5.1	5.2	Rhode Island	.5	.4
Indiana	3.6	2.5	South Carolina	1.6	1.3
Iowa	1.8	1.4	South Dakota	.8	.3
Kansas	1.1	1.1	Tennessee	1.8	1.9
Kentucky	2.8	1.6	Texas	5.9	5.8
Louisiana	2.6	1.8	Utah	0	.6
Maine	.5	.5	Vermont	.4	.2
Maryland	1.8	1.9	Virginia	2.9	2.3
Massachusetts	1.8	2.7	Washington	.8	1.7
Michigan	4.4	4.2	West Virginia	1.0	.8
Minnesota	2.9	1.8	Wisconsin	2.7	2.2
Mississippi	1.9	1.1	Wyoming	.1	.2
Missouri	2.3	2.2	Total	100.0	100.0

LENGTH OF TIME RESPONDENTS SMOKED MERIT

This table shows the results of asking: "How long have you smoked Merit?"

Total Merit Smokers 2,109

Smoked Merit for:	%
3 months or less	5
4-6 months	8
7-11 months	3
12 months (one year)	10
Over 1 year to 2 years	24
More than 2 years	49

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

STUDY II

RESULTS OF INTERVIEWS WITH MERIT SMOKERS

A. Taste

This table shows the results of asking: "Did you feel you had to give up taste when you switched to Merit?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers who had regular brand before Merit	2,001	1,596	410	783
	%	%	%	%
Yes, gave up taste	12	13	10	12
No, did not give up taste	86	85	89	86
Don't know	2	2	1	2
	100	100	100	100

B. Smoking Enjoyment

This table shows the results of asking: "Since you switched to Merit, do you enjoy smoking as much as you ever have?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers who had regular brand before Merit	2,001	1,596	410	783
	%	%	%	%
Yes, enjoy smoking as much	91	92	91	94
No, do not enjoy smoking as much	6	6	7	5
Don't know	3	2	2	1
	100	100	100	100

C. Low Tar Comparison

This table shows the results of asking: "Is Merit the best tasting low tar cigarette you have ever tried?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers who had tried another low tar before Merit	1,668	1,195	295	570
	%	%	%	%
Yes, Merit is best tasting low tar	93	96	96	96
No, Merit is not best tasting low tar	3	2	1	2
Don't know	4	2	3	2
	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

D. Taste Expectations

This table shows the results of asking: "Does Merit taste better than you thought a low tar cigarette could taste?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers	2,109	1,596	410	783
	%	%	%	%
Yes, Merit tastes better than thought low tar could	88	89	88	88
No, Merit does not taste better than thought low tar could	3	3	4	3
Don't know	9	8	8	9
	100	100	100	100

E. Glad About Change

This table shows the results of asking: "Are you glad you changed to Merit?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers	2,109	1,596	410	783
	%	%	%	%
Yes, glad about change to Merit	94	95	94	95
No, not glad about change to Merit	4	3	5	3
Don't know	2	2	1	2
	100	100	100	100

F. Recommendation

This table shows the results of asking: "Have you ever recommended Merit to a friend who smokes?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers	2,109	1,596	410	783
	%	%	%	%
Yes, have recommended Merit	74	75	74	74
No, have not recommended Merit	25	24	24	25
Don't know	1	1	2	1
	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

G. Coolness of Menthol Variety

This table shows the results of asking: "How does the coolness of Merit Menthol compare with your former brand?"

	Total Merit Menthol Smokers	Merit Menthol Smokers Who Formerly Smoked A High Tar Brand
Merit Menthol smokers who had a regular brand before Merit	533	410
	%	%
Cooler	42	42
About as cool	40	41
Not as cool	12	12
Don't know	6	5
	100	100

H. Refreshment of Menthol Variety

This table shows the results of asking: "How refreshing is Merit Menthol as compared with your former brand?"

	Total Merit Menthol Smokers	Merit Menthol Smokers Who Formerly Smoked A High Tar Brand
Merit Menthol smokers who had a regular brand before Merit	533	410
	%	%
More refreshing	48	47
About as refreshing	45	46
Not as refreshing	2	3
Don't know	5	4
	100	100

I. Switching

This table shows the results of asking: "Since you switched to Merit, have you stayed with it steadily or have you switched around to other brands?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers who had a regular brand before Merit	2,001	1,596	410	783
	%	%	%	%
Stayed with Merit	87	88	87	89
Switched around to other brands	12	11	12	10
Don't know	1	1	1	1
	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

J. Ease of Switch

This table shows the results of asking: "Was it easy to switch to Merit from your former brand?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers who had a regular brand before Merit	2,001	1,596	410	783
	%	%	%	%
Yes, it was easy to switch	89	88	89	88
No, it was not	10	11	10	11
Don't know	1	1	1	1
	100	100	100	100

K. Missing Former Brand

This table shows the results of asking: "Do you miss your former brand?"

	Total Merit Smokers	Merit Smokers Who Formerly Smoked A High Tar Brand		
		Total	Menthol	100's
Merit smokers who had a regular brand before Merit	2,001	1,596	410	783
	%	%	%	%
Yes, miss former brand	3	4	2	2
No, do not miss former brand	96	96	98	97
Don't know	1	0	0	1
	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

CANTER, ACHENBAUM, HEEKIN INC.

Marketing Counselors

/IN A. ACHENBAUM
STANLEY D. CANTER
JAMES R. HEEKIN, JR.
FRED L. LEMONT
ROBERT A. WACHSLER

3 October 1979

Mr. James J. Morgan
Executive Vice President
Director of Marketing
Philip Morris U.S.A.
100 Park Avenue
New York, New York 10017

Dear Mr. Morgan:

The research data and analyses of the two studies described herein, which were conducted for Philip Morris U.S.A. by O'Brien-Sherwood Associates and Central Telephone Interviewing System, were examined and audited by Canter, Achenbaum, Heekin Inc.

We found that both were conducted in conformity with generally accepted research principles and practices in the field. Moreover, they are consistent with standard sampling procedures normally used in such research.

Alvin A. Achenbaum
Chairman of the Board

950 THIRD AVENUE • NEW YORK 10022 • (212) 751-9630

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Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000

Item 12 - Report the names and addresses of all advertising agencies which have participated in the preparation or placement for publication of all advertising used during the Calendar Year 1980, and state the nature and extent of such participation.

The following Agencies have been used by the corporation during the Calendar Year 1980 for the advertising of the specific cigarette brands listed under each agency's name.

LEO BURNETT CO.
PRUDENTIAL PLAZA
CHICAGO, ILLINOIS 60601

Marlboro Lights Box
Marlboro Red 80-85
Marlboro 100's Box/Soft
Marlboro Lights Regular/Menthol
Marlboro Menthol
Benson & Hedges 100's Gold/Green*
Benson & Hedges 100's Lights Reg./Men.*
Cambridge Box, Soft and 100's
Parliament 100's
Parliament Lights Box/Soft
Virginia Slims Regular/Menthol
Virginia Slims Lights Regular/Menthol
Saratoga 120's Regular/Menthol
Merit 85's Regular/Menthol
Merit 100's Regular/Menthol
Merit Ultra Lights Regular/Menthol

*Outdoor Media

WELLS, RICH, GREENE, INC.
767 FIFTH AVENUE
NEW YORK, NEW YORK 10022

Benson & Hedges 100's Gold/Green**
Benson & Hedges 100's Lights Reg./Men.**
Multifilter Regular/Menthol**

**Printed Media

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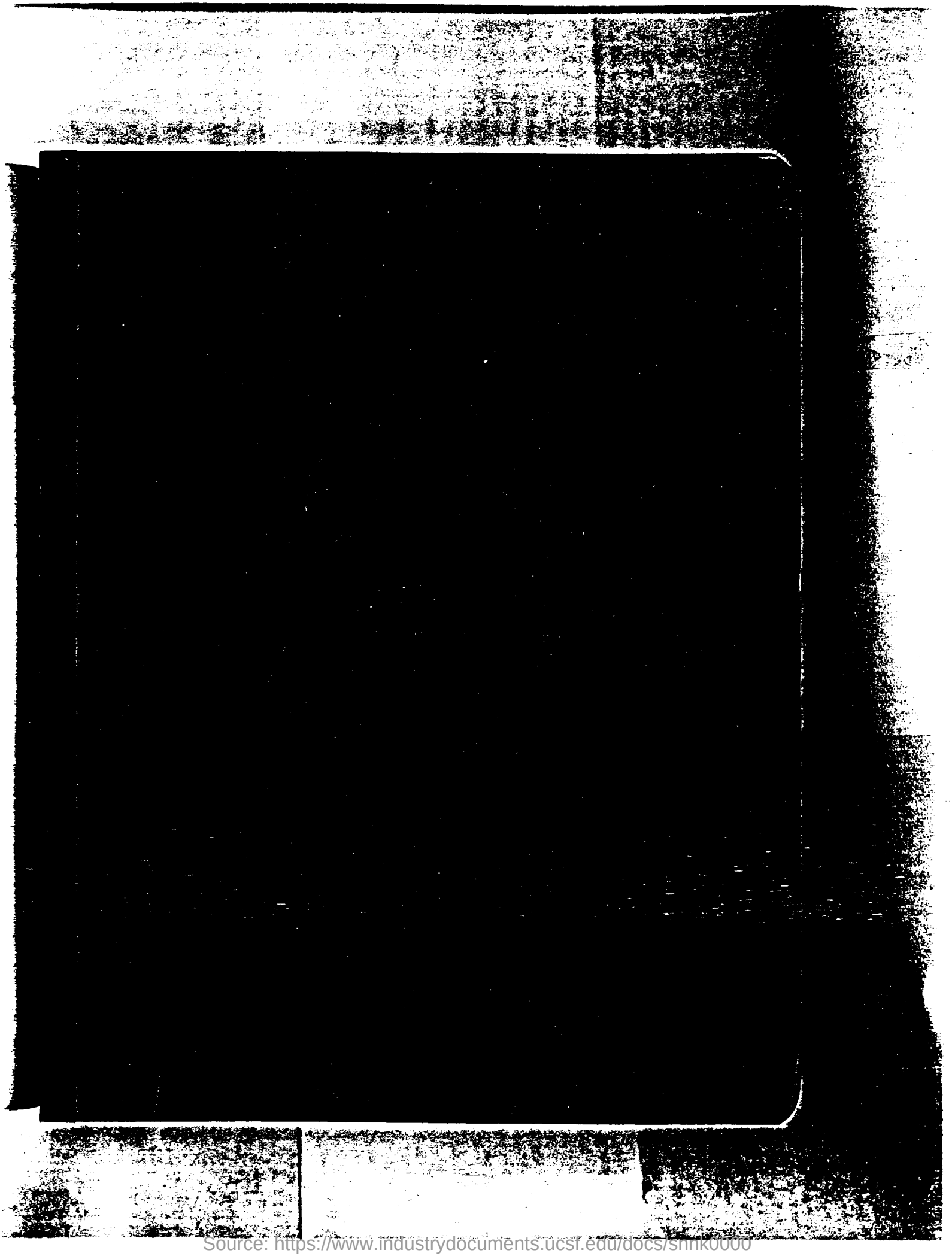
Source: https://www.industrydocuments.ucsf.edu/docs/snnk0000



Source: https://www.industrydocuments.ucsf.edu/docs/shnk0000